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OTTAWA'S
OPENING TO
THE PLO

SPECIAL REPORT

THE HOTTEST GAME

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Age Of Affluence**

**How Jack Nicklaus
Makes His Money Grow**

**Canada's Pros On
The Rich PGA Tour**

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CANADA'S WEEKLY NEWSMAGAZINE APRIL 10 1993 VOL. 102 NO. 15

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COVER

THE HOTTEST GAME

For golfers around the world, this week's Masters at Augusta National is a harbinger of the new season. And the re is a boom in membership and course-building across Canada. Spurred partly by the exploits of Jack Nicklaus, golf has become a multibillion-dollar industry. At the professional level, playing the game has also become big business as tours around the world.

— 43

CANADA

TALKING TO THE PLO

Osama bin Laden's ties on meetings between senior Canadian officials and Yasir Arafat's Palestine Liberation Organization and endorsed the principle of self-determination for Palestinians. The decision, criticized by some Jewish leaders, ended months of confusion over Canada's Mideast policy.

— 10



ENVIRONMENT

TRAGEDY ON A REEF

When the giant tanker Exxon Valdez ran aground off Alaska, the biggest oil spill in U.S. history overwhelmed the area's unique and delicate ecosystem. Exxon, itself the target of bitter criticism, dismissed the ship's captain, who faced criminal charges after tests showed that he had been intoxicated.

— 76



COVER PHOTO BY GUY LAWRENCE

COVER STORY: JAMES M. HARRIS

TRIDEL



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Simon Chang

Simpsons

the *Bay*

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LETTERS

CULTURAL RICHES

I find it odd that to watch Quebec distance itself from the details of contamination and understanding by learning languages other than French on outdoor signs ("The dried salmon," Government Report, March 26). In Toronto, we see signs in Italian, Portuguese, Chinese, Greek and French, and I believe we are enriched by having access to these other cultures. I do not believe any of us feels threatened—after all, languages were created to bring people together.

Peter Minsky
Mississauga, Ont.

A comment by one of the panelists in the *Maclean's* round table on the Constitution reminds me of a poor description of them as "experts" ("A stretch of editorial unity"). John-Paul Verne said, "Recently, the commission of official languages issued a study showing that 100 per cent of anglophone children in Quebec were being educated in English. Yet in the rest of Canada, only 60 per cent of francophone children were attending French schools." The source of this misleading information was an article in the *Montreal daily Le Press* of Feb. 27. No such report was issued, some preliminary statistics were merely misinterpreted.

Gregory Wainwright
Ottawa

FURTHER TRAGEDY

There is tragedy, to be sure, in the world accounts of sexual wrongdoings by priests ("A branch of faith," *Canada*, March 13). The victims and their families were betrayed in their trust in these men, who had betrayed the disciples and visionaries for the goal of others that led them to the priesthood. There would be a further tragedy if these painful accounts led us to the dedication and generosity exhibited by so many priests in their efforts to assist the many people who turn to them for help.

Gene Dine de la
Trenton, Ont.

PARALLEL FLIGHT

The article "The twilight zone" (*Canada*, March 6), on poverty and housing in New Brunswick, may mislead readers into believing that the plight of 30,000 New Brunswick families is without parallel in the rest of Canada and that it is a legacy part of that province's horrendous image. The "Third World" living conditions described in the article can be found in every province and territory, as well as outposts and on our most affluent coasts.

Cathleen MacDonald
Moncton, Que.



Language rights rally: thousands

SIGNIFICANT ACQUITTAL

In "Baskin's love's glow" (*People*, Feb. 13), reference is made to "non-murderer Lemie Baskin." The trial of Lemie Baskin, charged with the neo-nazi murder of her father and stepmother in Fall River, Mass., in 1980, was hot news. However, the most significant fact has

been lost over the years because of a scurrilous bit of diggery-doo at the time ("Lemie Baskin took an axe and gave her mother 40 whacks..."). The fact remains: Baskin was acquitted.

Mary Richman
Saskatoon

KEAL MOVERS AND SHAKERS

The movers and shakers of the world are not the big brains of industry and politics ("A mover and shaker," *Business*, March 13). This expression comes from Arthur O'Shaughnessy (1844-1902), who wrote, "We are the usual material; but we are the dreamers of dreams." (But we are the movers and shakers of the world forever, it seems.) The poet was not speaking of corporate and political giants, he referred to the writers, philosophers and socially concerned people of the world. I doubt moving this phrase used to describe a group certainly never intended by the author.

Albert C. Tsang
Victoria

Crimes are violent and may be criminal. Writers should avoid words and phrases such as 'mover and shaker'. Letters to the Editor: Write to 100 King Street West, 177 Bay St., Toronto, Ont. M5W 1A7.

PASSAGES

DISQUALIFIED: Skipper Dennis Connor, 46, and the San Diego Yacht Club, as winners of the America's Cup, yachting's most coveted prize, which they won last September, by New York state judge Catherine Cusack, was ruled that the competition between Connor's team-hulled catamaran and the team-hulled yacht skippered by New Zealand skipper Michael Fay, 40, was a "gross mismatch." Connor, who won the Cup from Australia in 1987, built the 60-foot catamaran after learning that New Zealand would sail a 120-foot mono-hull, twice the size of yachts traditionally used in Cup races. Earlier, Fay had failed to sail Connor from among the catamarans, which is much faster than a mono-hull about



APPOINTED: Beverley McLachlin, 43, to the Supreme Court of Canada, six months after being appointed chief justice of the B.C. Supreme Court, by Prime Minister Brian Mulroney. The Packer Creek, Alta., native is a University of Alberta law school graduate who practised and taught law in Vancouver before becoming a judge in 1981. She is Mulroney's sixth appointment to the nine-member Supreme Court.

DIED: Malcolm Cowley, 90, American poet, literary critic and editor who indirectly championed the careers of major post-World War writers including Ernest Hemingway, William Faulkner and F. Scott Fitzgerald, as frequent review by Newman, Conn., home. Cowley lived in Paris during the 1930s among the Lost Generation, the movement of writers who rejected the liter-

ary values of the post, and his 1972 collection of essays, *A Second Flowering: Works and Days of the Lost Generation*, is considered one of the definitive works on the American of his time. As an editor, he encouraged John Cheever, helped critique authors in William Faulkner and later promoted the careers of Jack Kerouac and Ken Kesey.

DIED: Dr. Albert Guernsey, 78, a hero of the Belgian underground during the Second World War who helped repatriate hundreds of Allied servicemen to his Brussels home.

DIED: Mario-luigi umpire Nicholas Brenning, 63, following a heart attack at his home in Garland, Tex., one day after umpiring a spring-training game in Palm Springs, Calif.

OPENING NOTES

George Bush tangles with the KGB, R  al Simard leads the good life, and Donald Trump comes out fighting

THE FRUITS OF CRIME

Callers who dial R  al Simard's solicited telephone number sometimes reach an answering machine that plays part of singer Bobby McFerrin's recent hit recording, *Don't Worry, Be Happy*. The trick is that Simard is a convicted partner killer who is serving a life sentence in Montreal's Par  entien Detention Centre. Simard's large cell also has a refrigerator, a color television, an exercise bicycle and a microwave oven—items that he paid for himself—because of his 1985 agreement with provincial authorities to testify against Quebec underworld figures. And three days each month, police officers escort him on outings ranging from dirt trips to restaurant visits. Simard is the subject of a new-hour documentary that is scheduled to air on Hamilton's CHQA-TV next month, but he displayed no concern about their publicity. The reason: his agreement also includes a promise of funds for surgery to alter his features and relocate outside Quebec after a release on parole that could occur as early as next year. What worries?

Par  entien Detention Centre: color TV and microwave



AP/WIDE WORLD

Digging into a socialite's past

New York City's *Spy* magazine takes particular pride in its pungent criticism of that city's elite social circles. Indeed, a forthcoming article about flamboyant socialite Ivana Trump, who lives in Montreal during the 1970s, has already led to a clash between *Spy* and Ivana's husband—billionaire developer Donald Trump, a longtime private subject of the national magazine. *Spy*'s executive editor Susan Morrison said that reporters have been gathering material about Ivana for almost two years as an attempt to construct an accurate biography. To that end, an article in *Spy*'s May issue will deal with aspects of Ivana's life before her marriage to Trump in 1977—including her relationship with a Montreal sex worker. Under the heading "Dear Donald," *Spy* also plans to run an accompanying piece chronicling the correspondence the magazine has



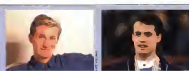
The Trumps: a clash over details of Ivana's life

AP/WIDE WORLD

received from Trump and his lawyers even once they learned of *Spy*'s investigation. In response, Trump has warned the magazine that he will "take legal action" if any part of his casefile is libelous. Keeping fact and fiction separate can be critical

A NEW SUN ON THE HORIZON

Toronto Sun Corp. execs. *flow* say that they were *lateral* last year when a U.S. company asked them to consider launching a newspaper in St. Louis, Mo. The Canadian newspaper chain eventually decided against that joint venture—but it has no objection to Ingersoll Publications of Princeton, N.J., rewriting the Sun's belated front. Ingersoll vice-president Robert Jelenko—who ended an 11-year stint with The Toronto Sun in 1987—said that The St. Louis Sun will hit the streets in September—without a *Sunshine* Girl, however.



Gretzky (left), Bennett's success on ice and a flood of endorsement requests

LOOKING FOR GOLD IN CALIFORNIA

Many Edmonton hockey fans are still mourning over a controversial trade that dispatched superstar Wayne Gretzky to Los Angeles last summer. Now, in the latest fallout from that transaction, business agent Mike Bennett is closing his Edmonton office and moving south in order to be closer to his star client. Bennett, the president of Comp-Sport International, a firm that seeks off-field income for celebrity athletes, said that he has bought a house that is only a five-minute drive

from Gretzky's residence in the San Fernando Valley. Bennett stressed that he perceives Canada's climate to California's perpetual summer but said that he soon had been enticed by the success of another athlete client with district Karl Bruner, winner of the men's world speed-skating championships in Paris last month. That triumph prompted 24 firms to seek product endorsements from the gold-medal winner. Sun and ice can melt in California.

AP/WIDE WORLD



Soviet player: "We are far behind the Americans"

A whole new ball game

Athletes in the Soviet Union began playing organized baseball only two years ago—but there are now more than 50 teams playing America's national pastime across the U.S.S.R. The Soviets intend to field a baseball squad at the 1990 Olympic Games in Barcelona—where the game will be a medal sport—but officials acknowledge that their country's lack of proper baseball diamonds has forced them to adjust the rules. Declared Alexander Kaledov, secretary general of the Soviet baseball federation: "When we play in a soccer field, anything but over use of the hands counts as a home run." But so April 8, the members of the Soviet national squad will test their skills on U.S. soil as they begin a three-week tournament against 11 college teams. Kaledov said to one should expect outstanding performances from the Soviet team, whose pitching staff includes a former water polo player and two pitchers thrown. Declared Kaledov: "We are so far behind the Americans that we can only regard any matches with them as a training exercise, not real competition for them." That outlook an accurate analysis? Well, many Canadians can remember when the Soviets used to say similar things about their lack of skill in another sport: hockey.

Promises and a court case

Coke Thatcher is currently serving a life sentence in an Edmonton penitentiary for the 1983 murder of his ex-wife, Julian Wilson. The former Saskatchewan MLA also has fresh legal problems: a Saskatchewan judge recently ruled that three U.S. businessmen can file a \$1.5-million civil suit against Thatcher. They claim that the former member reneged on the promise to invest in a condominium project in Palo Alto, Calif., in 1981—an omission that they say cost them \$1.5 million. Now a court may decide if there was a loss and whether Thatcher should make good.

Missing in action in Rome

A Roman prosecutor has sent shock waves through Italy's notorious intelligence civil service—by requesting a subpoena against about 700. A recent performance report, which noted that as many as 400,000 of Italy's 3.5 million mobile employees were absent from their desks each day, prompted Giampaolo Armati to dispatch police officers to identify athletes throughout Rome. Armati's agents are searching for fraudulent medical certificates that were submitted by supposedly sick employees. But many low-paid bureaucrats argue that they must hold other jobs in order to make ends meet. In one instance, investigating female clerks did not travel for their second job: investigators found the women working in a nearby brothel.

SUPERPOWER SPY STALEMATE

George Bush is slowly engaged in a spy stalemate with the Soviet Union. According to counter-espionage experts with the Federal Bureau of Investigation, the Bush administration is refusing to issue a visa for a Moscow-based official who has been assigned to work at the United Nations in New York City. The officials say that the

man is, in fact, a senior agent of the KGB, the Soviet secret service. And they add that he has once expelled for spying in an unsecured Western country. Still, U.S. intelligence officials say that Bush will eventually authorize an



Bush, a stalemate over secret agents

entry visa for the Soviet agent. The reason: the Central Intelligence Agency is about to make a statement about the U.S. Embassy in Moscow that officials predict that the Soviets will block a possible that regularly occur after completion of a three-year posting until their visa gets his.

TALKING TO THE PLO

CREATING A LINK
WITH THE PLO
ENDED MONTHS OF
CONFUSION OVER
CANADA'S POLICY IN
THE MIDDLE EAST

Coming the door of his Ottawa office, Abdo Alhadi told his secretary that he did not want to be disturbed. But an official from Canada's external affairs department called the headquarters of the Palestine Liberation Organization at Ottawa's Lasser Avenue West on March 20, and he quickly made an exception. As the PLO's Ottawa information officer since 1972, Alhadi, 60, had waited for 18 years for permission to meet formally with senior Canadian officials. When the offer reached him, that Canada was about to upgrade its relations with the PLO, Alhadi's reaction was jubilation. "That is wonderful news," he told the *Star*'s newspaper correspondent who was interviewing him. "Absolutely wonderful."

Later that afternoon, External Affairs Minister Joe Clark announced that Canada was lifting restrictions on meetings between the PLO and senior Canadian officials. He also said that Ottawa now endorsed the principle of self-determination for the Palestinian people. "Canadian security means concern about extreme elements associated with the PLO," Clark told reporters assembled in Ottawa's National Press Building for the announcement. "But it is our view that a peaceful settlement requires the participation of the PLO."

The decision ended more than three months of confusion over Canada's Middle East policy, which had slipped over into an apparent public disagreement in early March between Clark and Prime Minister Brian Mulroney. But Canada's decision to join its allies in improving ties with the PLO was greeted with skepticism by some Jewish leaders—and with open hostility by others. Saul Meyer Nussimberg, publisher



Awful from some Jewish leaders, hostile and skeptical reactions

of The Jewish Times of Toronto ("Joe Clark will not be considered as recorded Jewish history as a friend of Israel.")

The report in Israel was even more hostile. Yuss Alkhatib, a spokesman for Israeli Prime Minister Yitzhak Rabin, said that Canada's "aggressive" action would not help the Middle East peace process but would "encourage terrorist activities." Saul Alufmami, "We do not believe that the PLO is a positive partner in the peace process. On the contrary, it is associated with establishing a Palestinian state in place of the state of Israel." To emphasize the point, Israel summoned Canadian ambassador James Buchanan to a meeting at week's end with senior officials who were to voice their displeasure with Ottawa's move.

Said Canada was the last Western country to open formal ties with the PLO. That move was made easier by PLO leader Yasser Arafat's renunciation of terrorism last December. But Clark said that Canada would not recognize the independent Palestinian state that Arafat proclaimed at a meeting of the Palestine National Council in Algiers last November.

Yet Clark also said that Canada still does not formally consider the PLO to be the sole legitimate representative of the Palestinian people. Still, some Jewish leaders met that Canada's change in policy on the Middle East signaled to tacit approval of the PLO. They charged that Canada was simply jumping on a bandwagon created by countries that have responded positively to Arafat's overtures since he appeared before the General Assembly in Geneva three months ago.

At the same time, other Canadian Jews welcomed Clark's announcement and said that it would enhance Canada's chances of participating in a negotiated peace in the Middle East. Privately, some External Affairs officials acknowledged that the wording of Clark's statement last week might have caused some confusion about how far the government intends to go in improving its relations with the PLO. But one thing, Clark said that Arafat's renunciation of Israel's right to exist and his denunciation of terrorism were major factors behind Canada's decision to endorse the principle of Palestinian self-determination—area though Canada refuses to recognize the legitimacy of the Palestinian state. "We had been concerned that the phrase 'self-determination' was being used as a code word for an independent state and that the Canadian endorsement of the principle would be interpreted as advocacy of an independent state," said Clark. "That interpretation is no longer possible because an

independent state has been declared and not recognized by Canada."

But some Jewish leaders rejected the language as misleading. Said Rabbi Gustav Fink of Toronto's B'nai B'rith Synagogue, "It is probably a facts recognition." However, Stephen Levine, former ambassador to the United States and supporter of improved relations with the PLO, said that he saw no ambiguity. "It is obviously recognition of the PLO, which it should be," said Levine.

In fact, Clark's decision may have been influenced in part by the fact that Canada now has a seat on the UN Security Council, occupied by Levine's successor, Yves Forten. Canadian officials had complained that Ottawa's refusal to upgrade ties with the PLO had put them in an embarrassing position. "It will take some time for us to restore our credentials," said Levine.

But critics of the move pointed more to the suggestions that delivery agents, national char-



Clark: public disagreement

companies. "The new policy may make Canada more comfortable having relations with the PLO, but Canada's role as a coordinator in the Middle East has been diminished." According to a senior External Affairs official, Clark himself is disappointed a number of leading Canadian Jews—including Stephen Levine—will think he planned to make the announcement.

Jewish leaders also expressed regret that Ottawa had not coupled its improvement with a statement against renewed PLO terrorism. Indeed, critics of the PLO said that Arafat's renunciation continues to leave Jewish spokesmen against Israel. Said Lib-

eral Senator Leo Robson: "The people around Arafat are still calling for the destruction of Israel when they speak to Arab audiences."

But despite last week's announcement, the Tories are clearly still nervous about their support for the PLO. Although Clark himself has made no secret of his desire for improved relations with the PLO, he told reporters that he had not wanted to proceed until he received the approval of his cabinet colleagues. But even after his announcement, Joe Forten was willing to say publicly where they stand on the issue. As Clark and Mulroney may disagree, such decisions are politically risky. "There is no doubt that there has always been a friend of Israel," said Clark. "But this is definitely not going to help him as the Jewish community."

LISA VAN DUSEN with JUDITH WEINSTEIN in Ottawa. JIM KAMLA in Toronto and DAN SORACE in Montreal

National Notes

AIR CRASH INQUIRIES

Transport Minister Bernt Bouchard recently returned Supreme Court of Canada justice Wilfred Estey to review the federal investigation of the 1986 air crash at Gimli, Man. Justice John Sopinka and Justice Bouchard also asked Mr. Justice Virgil Moench of Alberta to investigate the Air Ontario crash in Dryden, Ont., on March 30 that killed 24.

NO WORD ON VIA

Bouchard said that the federal government will not decide on the future of Via Rail services until it receives the company's fiscal projections in June. Reports that the subsidies would end caused widespread protest.

NEWFOUNDLAND VOTE

Two weeks after accepting Brian Peckford as premier, Thomas Finkert called a Newfoundland election for April 20. His Conservatives had 24 of the legislature's 52 seats. The Liberals 14 and the New Democrats two, with two vacancies.

GETTY'S NEW FIGHT

Alberta Premier Don Getty ended 10 days of speculation about his political future by announcing that he will attempt to run again in the legislature in a by-election. Getty's Conservatives won a majority in the provincial election on March 20, but the premier lost in his Edmonton riding of Lacombe.

TURNER LAUNCHES BUD

Liberal Leader John Turner launched a loud attack against the Sun Publishing Corp., publisher of Sun newspapers in Toronto, Ottawa, Calgary and Edmonton. It had misrepresented charges in a result of what Turner called "calumnies, innuendoes and half-truths" allegations that he had demanded \$200,000 a year before he would agree to step down as leader.

FISH-HAND ACCORD

Canada and France agreed to send their East Coast boundary dispute to binding arbitration by an international tribunal. In the meantime, French vessels have a reduced quota for fishing in the disputed zone, new rights to catch cod and other fish in some Canadian waters and renewed access to Canadian ports.

SMOKELSS CARS

By a 15-to-12 decision, Metropolitan Toronto council members made their city among the first in North America to outlaw smoking on public transit, with penalties for offenders ranging from \$70 to \$2,000.

A personal triumph

Ottawa recognizes the PLO—carefully

On the evening of March 18, Abulhik Abdullah sat at the spacious poker of a villa on the outskirts of Baghdad. Hungary. The Palestine Liberation Organization's representative in Ottawa had flown to the city to brief his leader, Yasser Arafat, who was in the country on an official visit, about Canada's long-standing unwillingness to enter into high-level contacts with the PLO. When Abdullah had finished speaking, Arafat leaned forward and asked, "Where will the snow melt?" The PLO chairman was referring to Canada's attitude not its weather. Said Abdullah: "Arafat was very anxious that Canada should make up its mind soon as." Last week, Arafat got his answer: when External Affairs Minister Joe Clark declared a diplomatic spring thaw.

For Abdullah, 47, who lives with his wife Hajar, and three children in Ottawa's Hunt Club neighborhood, Clark's announcement that Canada was upgrading relations with the PLO marked a personal triumph. Abdullah told *Maclean's* that, after 16 years in the capital as the organization's spokesman, he was delighted by the prospect of seeing his name removed from

the diplomatic blacklist. As the PLO's unofficial ambassador, and the Jerusalem-born Abdullah, "I was not allowed to meet during the day with high-ranking officials I would see at receptions after 5 o'clock. Now, if the subject matter warrants it, I can meet with Joe Clark himself."

The Palestine Information Office's spacious headquarters on the north foot of a building on Ottawa's downtown Leslie Avenue West is uncomfortable, except for a green, leather-clad portrait of Arafat on black velvet in the receptionist's office. Arafat's photograph hangs behind Abdullah's desk, above the coat of arms with the slogan "Revolution until victory."

From his office, Abdullah and his two-member staff have organized visits, occasionally paid for by the Arab League or Canadian Arab groups, to the Middle East for small numbers of

Mrs. senators, trade unionists and students sympathetic to the PLO cause. He also travels across the country delivering speeches and often telephone journalists to complain about coverage of the Arab-Israeli conflict. "When the Israelis hit a Palestinian target it is described in the media as self-defense or retaliation," said Abdullah. "But when we do the same thing they call it terrorism." And carpeting with the powerful pro-Israel lobby, Abdullah said, has not been easy. "The belligerent whos arouse more sympathy in Canada than the Palestinians."

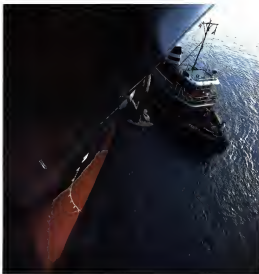
Canada has still not given Abdullah the ambassadorial status that 87 PLO representatives have been granted in other countries, but he said that he considered that Canada's relations with the PLO will continue to improve. "When I came to this country in 1972, the perception of Palestinians was distorted," he said. "I remember meeting a woman on a train who asked me how many wives I had and whether I was carrying a gun. Things have changed since then and they will change even more." Last week, at least, Abdullah's optimism seemed well-founded.

LISA VAN DUSEN in Ottawa



Abulhik Abdullah

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PEOPLE

Timely scandal

For British actress Joanne Whalley-Kilmer, 33, timing is everything. She plays former call girl Christine Keeler in the movie *Scandal*, now playing in England and to be released in North America on April 26, and reveals last month about a former Miss India's involvement with a junior British cabinet minister and a Libyan gov-



Whalley-Kilmer; official coverup

ernment agent. Whalley-Kilmer's character Keeler, was at the centre of the 1960s Profumo affair—a collapse of high-society morals, espionage and official coverup sparked by Keeler's flings with both British War Minister John Profumo and a Soviet diplomat. Said producer Stephen Woolley: "The never worked on a film that has attracted so much abuse, threats of legal action and heat."

The man with the golden arm

Against all odds, one-handed pitcher Jim Abbott joined the California Angels last week. Not only that, but the 21-year-old from Flint, Mich., born without a right hand, is only the 15th player since 1955 to become a major-le-

ague without minor-league experience. But Abbott had already proved himself during the Seoul Olympics when he helped the U.S. team to a gold medal. This year, as he began spring training, Abbott said that he was determined to overthrow the coaches with his pitching talent and to

Abbott determined



Winning acceptance

Across Jodie Foster says that she has been accepting her Oscar acceptance speech in the shower, for 14 years. She began practicing at 12, when she was nominated for best supporting actress in the 1968 movie *Taxi Driver*. Now 26, she finally had the chance to deliver her piece in public last week after being voted best actress for her moving portrayal of the rape victim in *The Accused*. Said Foster of her planned thank-you address: "I deserved about a lot."

Foster: the chance to deliver

BOOKS FROM BRAIN WAVES

For Paul Gorrington, fiction comes in a flash. The 1988 winner of the Stephen Leacock Memorial Medal credits unexpected brain waves for his works—including his fourth novel, which will be released this month. According to Gorrington, 35, the idea for his latest project came to him "in a road rush" as he was reading a biography of Brian Wilson, the reflection—and hefty—lead singer of the 1960s pop group The Beach Boys. The result: *White Noise*, a novel about an overnight accident who never leaves his house and writes songs for whales.

Fringe benefits

While the British tabloids scold the Duke and Duchess of York, Andrew and Sarah, for checking their debts as royal and parents, the couple has announced that 15-month-old Alexander will not join them in their July visit to Canada. The popular prince, outgirded by government cuts of the royal couple's yearly allowance to \$318,000 from \$177,000 last month, say that they take too many trips, on none since they left the baby behind last fall during a five-week visit to Australia. But the Canadian tour is only 12 days—and with their cuts, the couple can't certainly afford a helicopter.



Sarah, Duchess: indulging



show that he can adequately field his position with a precision-timed technique in which he slides his left hand into his glove, which rests on the stump of his right arm, as soon as he releases the ball. Still, he acknowledged surprise at making the team. Said Abbott: "I didn't really expect it but I wanted it real bad."

Abbott determined



Gorbachev on voting day: the defeat of many high-ranking officials is expected to provide new impetus to perestroika

WORLD

PEOPLE'S CHOICE

At the polling stations inside General High School No. 178 in southwestern Moscow, Dr. Vladimir Agapkin sat on a swivel chair waiting to vote. It was election day, 1989, and 1,540 seats at the newly created Congress of People's Deputies were at stake. With three people ahead at the line up at his desk, Agapkin, who had been given her ballot box as a doctor, made her choice in public—she voted for Boris Yeltsin, a colorful political maverick who has openly criticized the ruling Politburo. In the Soviet Union's first national election since 1957 to elect a choice of candidates, Agapkin, who is in her mid-fifties, was visibly pleased. "The quality of our leaders will be better because there will be more variety," she said. "There will be real democracy." As a result from the March 26 election called in last week, a became clear that millions of Soviets share that desire for change. With some tense shouting and cheering, voters deflected demands of senior Communist party and government

SOVIETS VOTED FOR CHANGE BUT REMAIN UNCERTAIN HOW MUCH POWER THEIR NEW DEPUTIES WILL WIN

leaders across the country—even crossing out the names of some who are unpopular. In general, Soviet voters repudiated Old Guard Communists who had appeared resistant to the reforms program—particularly the economic restructuring called perestroika—of Soviet leader Mikhail Gorbachev. Among the most prominent casualties: Georgiy Alshin,

head of the Institute of Arts and Cinema Studies, and Yuri Solov'yev, a serving member of the Politburo. Other losers included Moscow Mayor Viktor Solov'yev, five regional party chairmen in the Ukraine, and top-ranking Communist leaders in Leningrad and Kiev. At the same time, voters elected many reform-minded candidates, including Yeltsin, who won a startling 50 per cent of the vote (page 33). Said Yeltsin, the official newspaper of the Communist party "Voices did not simply rise, as they did in the past, but they really made a choice." So surprising was their choice that afterward Gorbachev issued a statement: "If party officials that there was a struggle for ideas." "If party and state organs or individual leading members were concerned," he declared, "then it was because perestroika is going too slowly."

Still, Soviet democracy has strict limitations. It means neither how effectively the new legislature will function. In addition, one-third of the 2,250 seats in the new Congress had already been allotted to such officials as repre-

sented Soviet organizations as the Communist party and trade unions. And among those who did face the electorate last week, an estimated 80 per cent were required Communist party members, and formal opposition parties were not permitted. As Gorbachev warned voters from podiums on the day of the vote, he said, "Alternative parties by themselves are not a panacea for solving problems."

But in the reform Russia, candidates of Russia, Latvia and Lithuania, candidates from grassroots groups representing political parties—and advocating for greater openness from Moscow—except for counseling ministers. Despite the Lithuanian reform movement, was about three-quarters of the republic's 43 seats in the new Congress. It defeated Lithuania's

organized to protest a tightly curfew that has been in effect since residents staged massive demonstrations last year demanding the reform of the degraded area of Narynovo-Karabakh from Narynovo. Significantly, the only Yerevan district with a voter turnout above 80 per cent included candidate Karo Sevakian, a well-known Armenian intellectual considered to be the only reformer among registered candidates. In an interview, Sevakian's Secretary declared, "This election is an important beginning, but we have a long way to go to rid our people of their slave mentality."

Significant results elsewhere across the country included the defeat of key Communist and government representatives in constituent areas where they were lawmakers. The only candidate registered there



Sakharov the physicist may yet become a politician

new Soviet electoral law requires successful candidates to win more than 50 per cent of votes cast. That meant that supposed candidates could be defeated if more than 50 per cent of voters crossed their names off the ballots—a practice that was used to defeat a number of candidates, including Solov'yev, the Politburo candidate, and another member from Leningrad. Said a Moscow-based Western diplomat, "It is hard to imagine the public choice of running against yourself—end of."

In 275 of the 1,540 constituencies, no candidate won enough votes for election. In 199 of those regions, where only one or two candidates were running, new candidates will be nominated for another round of elections on May 14. In the other nine-tenths regions, where more than two candidates appeared the vote, runoff elections between the two highest vote-getters will be held. That opening applied to candidates from official organizations. After the directors of the Academy of Sciences did not nominate a physicist and human rights activist Andrei Sakharov as a candidate, Sakharov supporters at the academy gathered enough votes against some candidates to drop them the 50-per-cent support they needed. As a result, some of the academy's 25 seats have not been filled—and Sakharov may yet be nominated when new elections are held.

For many Soviets, the opportunity to vote enthusiastically aroused both delight and disappointment. In a telling reminder of previous times, Soviet television showed documentary film footage of the 2,250 seats in which each region had only one candidate, and all candidates making were reported to have received 99 per

cent and premier, two vice-premiers, the minister of justice, two Communist party secretaries and a planning commission chairman. Leaders of the People's Front groups in Estonia and Latvia were also easily elected over officials of the Communist party.

In Armenia, voters criticized their discontent with local authorities by voting away from the party. While the turnout at 85 per cent of the electorate, only 35 per cent of voters in the Armenian capital of Yerevan voted to the polls. Sources in Yerevan said that the boycott was

Moscow supporters at the academy gathered enough votes against some candidates to drop them the 50-per-cent support they needed. As a result, some of the academy's 25 seats have not been filled—and Sakharov may yet be nominated when new elections are held.

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World Notes

DRUG-BOSSING BEING SMASHED

A U.S. federal grand jury indicted two bosses in Colombia and Panama for involvement in a huge money-laundering scheme that funneled drug profits to the Medellín cocaine cartel in Colombia. Federal agents have charged 32 people and seized half a ton of cocaine in connection with the case.

OFF THE HOOK

A U.S. federal judge ruled that former president Ronald Reagan will not have to testify in the trial of ex-White House aide Oliver North. The defense had argued that Reagan's testimony was essential because the White House authorized North's involvement in the Iran-contra scheme.

FLIGHT FROM DEATH

Thousands of refugees fled from Beirut to south Lebanon to escape two weeks of fierce battles between Syrian forces—aligned with local Muslims—and Christian militias. Following a brief lull after the Arab League called for a ceasefire, occasional shelling continued in Beirut.

DEMOS IN TURKEY

In Turkey, political tensions ran high after Prime Minister Turgut Ozal's ruling Motherland party brooked defeat in nationwide municipal elections—prompting calls for Ozal's resignation. Three days after the poll, a federal opposition deputy was shot to death by another deputy in the parliament building in Ankara.

PRISON REVOLT

At the Potosi prison in Guatemala, at least four prisoners and three guards were killed when about 100 convicts revolted for five days. They surrendered and allowed 271 inmates to leave the prison after the government agreed to several concessions, including a change of the prison's director and guards.

SHACK IN PRAGUE

Two incoming Czechoslovakian gunmen stormed into a Hungarian embassy at Prague's Ruzyně Airport. They forced the plane—carrying 14 people, including two Czechoslovakians—to land in Prácheň, where they surrendered.

LOST IN SPACE

Soviet space agency officials acknowledged that they have lost contact with an unlikely to resume communications with their Phobos 2 unmanned spacecraft—launched last July 12—days before it was scheduled to land on the Martian moon Phobos.

ment of the vote (Despite Gorbachev's wide-ranging reforms in recent years, some Soviets remained suspicious of the political process. In the final days before the vote, rumors circulated among Yeltsin supporters that the decisive votes of all soldiers and diplomats would be cast in Moscow—both institutions that they are cast for Yeltsin's opponent. As well, said Vladimir Lukin, a justice in an apartment complex, "My friend's children were told at school 'I will stay parents and not vote for Yeltsin, and he was told that at his factory, too'."

Yeltsin supporters, however, were in no mood to be intimidated. They claim to have collected 12,000 signatures on a petition accusing one of his opponents of election fraud. And posted on a wall at the Pribludnyy Metro station in Moscow, a typed verse called for voters to turn out "the shameless fat cats, special factories, browncoats and dark-bellies" opposing Yeltsin.

Even after the vote, it was not clear how much power the new deputies will actually wield. They will meet only once a year. At that time, they will elect a smaller group of deputies to a reorganized Supreme Soviet, which will function as a full-time legislative body. Gorbachev has said that every member of the Congress should spend one year of his five-year term working on the Supreme Soviet, but the order of selection of deputies is uncertain. And some critics have complained that the new system gives the leader too much power. Gorbachev now holds the positions of both general

secretary of the Communist party and titular head of state, or president. The latter is now largely ceremonial position, but the country's new constitution has re-created the post with enhanced powers—and the Congress of People's Deputies is expected to top Gorbachev to fill the job.

At the same time, it was uncertain whether the defeat of some senior party and government officials would prove largely symbolic. Although such officials lost their bids to become deputies, they still hold their previous positions. Following the vote, some Soviet chambers suggested that losing candidates should consider giving up those posts as well. Soviet foreign ministry spokesman Gennady Gerasimov said opponents only that local party organizations will "conduct a

review" of why their candidates were defeated.

Gorbachev will doubtless continue to argue that their defeat against their voters is an insult with the slow pace of perestroika. The leader's progress have recently been under attack from some conservatives, and many observers maintained that the election results would give those forces new impetus. Still, Gorbachev faces a formidable task. Many Soviets say that the country's traditional chronic shortages of food and consumer items are now worse than ever. Gorbachev himself has conceded that the Soviet Union is at least five years away from providing the country with self-sufficiency in food supplies. Until that time, many analysts predict a further drop in Soviet living standards.

In light of those harsh forecasts, one Western diplomat said the election campaign was useful because it "gave the people somewhere to focus their frustrations." Now, the envoy added, Gorbachev "must find a new target for these emotions." Gorbachev, meanwhile, said last week that he hopes to further expand his campaign for democratization. "We campaign from above," he declared, "on behalf of the country's destiny." As they step uncertainly toward political democracy, many Soviets may discover that their own responsibilities lie in not only the celebration of winning their voting power, but also more drastic reforms.

ANTHONY WILSON-SMITH and
CAREY GOLDMICH in Moscow



Yeltsin: a colorful political survivor

ONE ROUND TO "THE THUNDER"

As he stalked through the meeting halls and factories of Moscow during his election campaign, some Moscovites dubbed Boris Yeltsin "The Thunder." The description aptly fits the 54-year-old Yeltsin, with his rambling voice, roughshod features and aggressive manner. But it only partly refers to his physical qualities. More importantly, and Alexander Svetlov, a 24-year-old college student and Yeltsin supporter, "he makes our system shake." A former volunteer member of the ruling Politburo, Yeltsin was forced to resign 17 months ago after clashing with other members, including leader Mikhail Gorbachev, for the slow pace of reform. But he refused to disappear from public view and in his campaign he built a mix of the people image with sharp attacks of the privileges—such as special shops and limousines—granted to senior government officials. After winning election to the new Congress of People's Deputies with 38 per cent of the vote last week, Yeltsin appears to have an overwhelming mandate to continue his thundering.

Although he was as the dynamic political outsider, Yeltsin had worked his way up

through the Communist party hierarchy and earned a reputation for being efficient and accomplished while serving for nearly a decade—beginning in 1976—as first secretary in Sverdlovsk, an industrial city in the Ural Mountains. As a result, Gorbachev—after ousting its power in 1985—promoted Yeltsin to the powerful position of Moscow Communist party chief. In that post, Yeltsin became known for his fierce opposition to petty bureaucrats and his habit of spontaneously visiting factories and schools to inspect conditions.

Those pretensions helped to endear him to Moscovites, but earned the enmity of other Politburo members. In a lengthy speech at a closed session of the Central Committee in October, 1987, Yeltsin not only criticized the pace of reform but suggested that a "cult of personality" in the place used to describe decried former leader Josef Stalin—was a danger toward Gorbachev, the Soviet leader re-

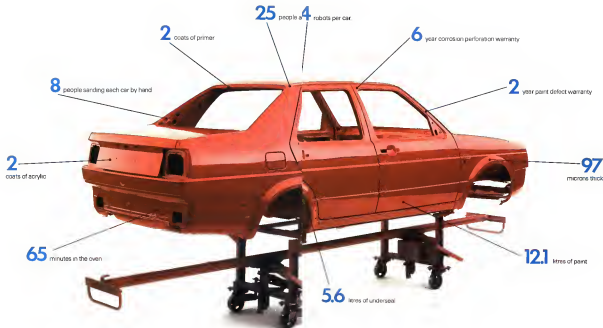
sponded angrily, and Yeltsin was shuffled to a position on the state committee on construction. But in speeches afterward, Yeltsin's criticisms became even more blunt. Recently, he suggested that Yegor Gaidar, who is regarded as the Kremlin's leading conservative, "do some hard thinking about reform." And he criticized the Politburo for assembling nearly 500 people to fill the 120 legislative seats allotted to the Communist party in the new Congress.

Still, some Moscow-based Western diplomats remain skeptical of Yeltsin's reputation as a reformer. They note that his early patron in Sverdlovsk was Andrei Kirilenko, a cautious favorite of discredited ex-leader Leonid Brezhnev. They also cite Yeltsin's criticism of grassroots groups in the Baltic republics as a sign that he opposes the growing strength of non-Russian ethnic groups. And one diplomat said, "He is too old-style." After his victory last week, Yeltsin himself declared, "It is hard to say what my plan is more full of—joy or concern about what I realistically can do to help the Russian people." But for the time being, Yeltsin—cast as a new-style rebel problem Gorbachev into more rapid reform—could prove his success of most satisfaction.

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YUGOSLAVIA

Nationalist rage

Ethnic tensions are causing murderous riots

Already reeling from a devastating economic crisis, Yugoslavia last week was gripped by its most serious outbreak of fighting since the Second World War. In the western province of Kosovo, ethnic Albanians—angry over the constitutional loss of their autonomous status—barricaded police and soldiers in what the interior ministry called a "massacre situation." In the most intense fighting, on March 27 and 28, thousands of rioters took to the streets of the provincial capital of Pristina and at least one other town, throwing rocks and bottles from behind barricades while snipers shot at police from rooftops. Police responded with volleys of tear gas and automatic-weapons fire at crowds of demonstrators. In response, the Communist central government in Belgrade, the capital, responded with a double-downed nuclear arsenal. Kosovo, seeking to trap nonconformists and tame to quell the violence, by Thursday an uneasy calm settled over the embattled province. But by then, the official death toll had reached 29—including two policemen—and doctors predicted a rise to at least 50 dead because of the number of people with serious gunshot wounds.

The rioting was sparked on March 23, when the parliament of Kosovo—an autonomous province in the Serbian republic since 1974—adopted a controversial change giving the Serbs less republic sweeping control over Kosovo's police, courts, and defense and official appointments. Officials in Serbia—the largest of six republics in the fragile Yugoslav federation—said that they had to curb Kosovo's autonomy to ensure government operations by the province's 1.7 million ethnic Albanians majority and to stop the alleged persecution of Kosovo's 200,000-strong Serbian minority. But many Yugoslavs said that a resurgence of Serbian nationalism was behind the action. And the rising bloodshed threatened to further inflame another ethnic rift. "They know nothing more to lose. This is a no-win situation,"

In Pristina, about 235 km south of Belgrade, some of the fiercest fighting raged last Monday in a battle lasting well into the night, 3,000 ethnic Albanians fought police with guns, rocks and other projectiles. Nine rioters were reported killed. The daily newspaper, *Vostok* reports, reported that in one town, 150 rioters drove grenades and that five wounded police-

men had to be rescued by helicopter from bloodthirsty Albanians. In Podgorica, north of Pristina, one policeman was killed in clashes with thousands of rioters, another policeman and a demonstrator were killed in the nearby mining town of Zlatibor. The following day, about 500 people attacked the police station in Zair, near the southern border with



Police arresting an Albanian rioter: the violence has roots in economic disparity

Albania. And as a sense of desperation set in, some rioters and small children threw rocks at well-armed police near the province.

While the fighting raged in Kosovo, tens of thousands of Serbian extremists marched through the streets of Belgrade on Tuesday, celebrating the republic's restored control over the province. At an official ceremony, Radoslav Jevic, the president of Serbia's parliament, called it a "historic, joyous and historic day." Serbian Communist party leader Slobodan Milosevic, who had led the popular drive to curb Kosovo's autonomy, won a standing ovation when he joined the ceremony. Later, the Serbian parliament, now known as its sole candidate to join the country's highest constitutional body, the State Presidency, which faces elections in May. And it proposed Milosevic as the republic's next president.

Clear associates say that Milosevic, 47, was launched as the new Jugo-Yugo—the Yugoslav strongman who led the country for 35 years. In

1978, Tito set up an elaborate collective leadership to rule the patchwork federation of 23 million people after his death in 1980. Now, many see Serbia as the federation's engine room that Milosevic's nationalist policies may undo the delicate balance imposed by Tito and designed to prevent any of Yugoslavia's ethnic groups from dominating the rest.

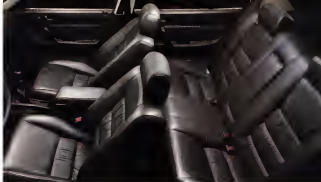
At a news conference last Wednesday, Deputy Prime Minister Alexander Markovic claimed that the Kosovo riots were a highly organized plot by neighboring Albania to destabilize Yugoslavia. But many eyewitnesses said that the violence was spontaneous and had roots in economic disparity between the relatively prosperous southern republics and the poverty-stricken north.

Kosovo is the poorest region in Yugoslavia, a country-saddled with a \$25-billion foreign debt and annual inflation of 346 per cent. Although

nonetheless, the province is largely undeveloped and has an unemployment rate of 36 per cent—more than twice the national figure. Those who do work take home an average monthly wage of just \$120. According to Kosovo's Albanians, Yugoslav socialist leader Aleksandar Rankovic told them in 1974 that they would be the 16th-century, and that was not what you took when they were two generations ago."

By week's end, the heavy presence of police and troops in Kosovo appeared to have imposed order—at least temporarily. But most observers agreed that the prospects for harmony as the ethnically divided federations were divided again. "This is the end of a chapter in the history of the Kosovo Albanians," said one Western observer. "They could have been made into Yugoslavs. But they will never, never be made into Serbs."

ANDREW BELLARD with ADE MACKENNAH in Belgrade



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Khomeini's inflammatory campaign is revivifying the flagging Iranian revolution

IRAN

Khomeini strikes back

The Ayatollah crushes Islamic moderates

A moderate Muslim cleric dares to criticize the death sentence on author Salman Rushdie and is murdered, along with an aide, in his own mosque; a pragmatic Iranian leader decries his better relations with the West and a cast into political prison. These two events—one in Iran, the other in Belgium—provided chilling new evidence last week of the radical advance still wielded by Iran's revolutionary spiritual leader, 55-year-old Ayatollah Ruhollah Khomeini.

Of course, the fatal shooting of Imen Abdulah at Abad, 36, and his deputy in the Islamic mosque on March 29 could not be laid directly at Khomeini's door. But the murders followed a series of thousands telephone calls that began last month when Abad publicly criticized Khomeini's call for Rushdie's execution over his "blasphemous" novel, *The Satanic Verses*. And the dismissal of Ayatollah Hossein Ali Montazeri, 66, from his position as Khomeini's designated successor was clearly Khomeini's doing in an extraordinary exchange of letters published by the official Tasneef Radio last week. Montazeri admitted his "lack of readiness" for the task and told Khomeini that he felt "compelled to obey your orders" to stand down.

Observers of Iran's turbulent politics quickly concluded that Montazeri's dismissal—and that of others associated with his viewpoint—represented a crushing defeat for pragmatic elements within the regime. Since the end of the Iran-Iraq war last August, the

moderate faction appeared to gain the upper hand and had moved tentatively toward reconciling relations with the West. But, and Tehran-watcher Sami Bahouth, professor of Middle East history at Virginia's George Mason University, "that's really finished now."

Montazeri's ending in the most telling evidence. Despite his abject admission of his shortcomings and his plea to be allowed to remain "a small teacher in the Islamic schools under your guidance," Khomeini responded harshly, admonishing him to "denounce your knowledge of unsuitable individuals" and "opponents of the system who pretend to be in favor of Islam." And although Khomeini called Montazeri "the light of my life," he delivered a devastating warning that by referring to him as an *Aspirant*—a lower clerical rank than the title of *ayatollah* which Montazeri had long enjoyed.

Montazeri's dismissal followed the resignation last week of two other noted pragmatists—deputy Foreign Minister Mohammad Javad Larijani and UN Ambassador Mohammad Javad Khatami—and seemed to presage the departure of others. Also at risk, observers said, were the once-powerful parliamentary speaker, Ali Akbar Hashemi Rafsanjani, and

Foreign Minister Ali Akbar Velayati. Since the war's end, the moderates had been pressing for the opening up of the political system, the relaxation of foreign trade restrictions and the acceptance of Western loans and know-how for postwar reconstruction.

Montazeri had been especially outspoken. In a speech to mark the Iranian revolution's 10th anniversary last February, he implied that Iran had made a serious error in allowing the war with Iraq to drag on indefinitely for eight years. By contrast, Khomeini had said that agreeing to a ceasefire was like "taking poison." Equally damaging to Montazeri's standing with Khomeini were his appeals for an end to the execution of political prisoners. According to correspondents disclosed in Paris last week by exiled former Iranian parliamentarians, Khomeini had said: "Montazeri protested to Khomeini over the 'thousands of executions' that he and were carried out 'in a few days' last year. Many of the victims were 'moderate and major officials who were executed following your last order,'" Montazeri told Khomeini.

In addition, Montazeri's name had been linked with that of the moderate former prime minister Mehdi Bazargan and with the *hazrat*, members of the merchant class, who lacked the revolution but who now seek relief from its harsh restrictions on trade. It was clearly these elements to whom Khomeini referred in his warning to Montazeri.

An Iran watchers waited for more political repercussions, a Beirut-based group calling itself Soldiers of Truth claimed responsibility for the fatal shooting of Abad and his 40-year-old aide, Saeed Behnam, in the office of Khomeini's personal mosque. Despite a series of death threats, Abad had declined a police offer of special protection. And only hours before he died, he had been a group of angry fellow-Americans—mostly Turkish and North African immigrants—who had been refused a license to enter the Islamic House "for law is a democratic culture," he answered them—the same law of argument he had used in a television interview last month to criticize Khomeini's call for Rushdie's execution.

The murders of Abad and Baham were the first in the West to be attributed to the *Rushdie* affair, which has already claimed at least 32 lives as a result of riots in India and Pakistan. Rushdie, meanwhile, remained under heavy police guard with his American novelist wife, Patricia Wiegman, at a secret location in Britain. And Western governments quickly learned that the gunmen ranged by Rushdie's book—and welcomed by the Ayatollah as he campaigns to revitalize the flagging Iranian revolution—might lead to even more bloodshed.

JOHN GOODMAN with PETER LEWIS in Beirut and correspondents' reports



Abdoli: Khomeini critic

THE NEW DEBT CRISIS

MANY CANADIANS HAVE NOT YET REALIZED ANY BENEFITS FROM A SEVEN-YEAR ECONOMIC BOOM

Brue Raddie, 44, and Rita Guba, 34, are desperately trying to keep up. With two children and a modest home in the west end of Toronto—for which they paid \$258,000 last June—Guba went job back to her \$28,000-a-year job as a clerk for the Ontario government. She says that she would prefer to stay home with her two-month-old son, Liam, but day care for daughter Jennifer and mortgage payments eat up two-thirds of the Canadian law couple's total take-home pay. Said Guba: "It's not like we're starving or anything, but we need my salary just to be able to sit." As a result, indulgences are limited. "We treat ourselves to a bottle of plonk once in a while," Guba said. They hence savings and do not own a car. But with Raddie's \$42,000 annual lithographer's salary, their combined income is about \$70,000, well above the average family income in Canada of \$58,900 for a family of four. More and more middle-class families in Canada are being squeezed by inflation on one side and stagnant wages on the other. Despite seven years of economic prosperity, good jobs and careful spending, Canadians are no longer guaranteed a comfortable lifestyle or even a small cushion of savings.

Personal debt as a percentage of disposable income has increased nine per cent since the end of the 1981 recession as consumers struggle to acquire assets they cannot afford without credit. Keith Brown, senior research director at the Research Council of Canada, said that the middle class remains the prime source of economic and social stability in Canada, but the

erosion of its spending power has begun. "Social stratification just hasn't done a thing over the past decade," said Newton. "People are saving. 'Okay there's prosperity, what's the catch?'"

At the same time, most reports say that consumers may feel themselves ill-prepared for another downturn. The boom years have left them either further behind or no further ahead than they were at the end of the last recession. Michael Miller, director of research at the Fink Group in Toronto, a forecasting firm, said that the benefits of the economic recovery have not trickled down to wage-earners. While corporations have reaped large profits, wages have lagged behind inflation. Although 40-per-cent higher than in 1982, wage rates were outdistanced by inflation, which ran at 64 per cent in the same period. David Ross, a social policy consultant, says that, unlike other processes, there is little room for consumers to shield themselves against inflation or slump, which cause consumers to pay twice as much for many items. Many



Statistik Canada last month showed that the savings rate—traditionally high in Canada—has fallen from 20 cents out of every dollar in 1982 to a current level of less than nine cents. British Hastings, executive director of the Greater Counseling Service of Metropolitan Toronto, said that many of her clients had become about the future and are spending more and saving less. "In the old days, we made do with old clothes and then we moved on to a truck and then a house," she said. "Today, we

Toronto's Eaton Centre: a new 'buy now, pay later' attitude among consumers

move on to the new right away." Said Ross: "The amount of debt people are carrying is horrendous. But they just get another piece of plastic and go ahead anyway."

But debt on the future may be misplaced. As they did in the early 1980s, rising interest rates threaten to bring the current boom—and consumer spending—to a screeching halt. Over the past year, prime interest rates have shot upward by more than four points, reaching a 46-year high of 13½ per cent last month. The increases have been engineered by Bank of Canada Governor John Crow, who says that he is determined to slow the economy to prevent inflation, which drifted upward slightly last month to just under five per cent.

Many economists now say that interest-rate increases will trigger an economic slowdown, and perhaps a recession, within 12 months. That is bad news for consumers, who will face higher carrying costs for personal debt and shrinking disposable income in a crunch. Unemployment is also likely to rise as companies strive to cut costs in a high-interest environment. Last week, Prime Minister Brian Mulroney said that higher interest rates will likely be a feature of the government's mid-April budget. Mulroney said that revenues must rise to help pay for the burgeoning interest on the government's own debt, expected to top \$23 billion next year. Said The News Group's Miller: "Our guess is that there will be a sharp increase in the money market, which is a combination of inflation and unemployment, by the end of this year."

Elaborate consumer indifference is likely to worsen the situation. Consumers account for

almost 60 per cent of the economy. When they are interest rates and unemployment begin to rise, they typically slow their spending and slow the economy down, Miller said. "Job security has a big effect on consumer spending," he declared. "And when consumers are more sure, there is a break in consumer buying psychology and they start buying off the top."

Brian Calder, president of the Greater Toronto Board of Trade, said that rising rates are already starting to hurt homeowners in the 12 municipalities surrounding Mississauga. Those least able to afford an increase in rates are the most heavily affected, he said, adding, "A one-per-cent increase in rates reduces a family's power to buy a home by approximately \$7,000, assuming an average income of \$45,000 and an interest rate of 12 per cent." Calder said that Crow's effort to cool the economy is aimed at the boom in southern Ontario and is unfair for the rest of Canada.

Meanwhile, families like Guba's will likely find themselves increasingly bound in debt that has their family's income has grown by about five per cent a year since 1985, a rate of increase that the Conference Board of Canada predicts will remain about the same this year or will decline slightly. Inflation, on the other hand, is forecast at five per cent. Already struggling with necessities such as housing, child care, and food costs, Guba and Raddie have little room to maneuver. Said Guba: "We can't even afford to go out, so we watch TV." With a potential recession in the wings, that picture could darken.

PATRICIA CHESBOLM with JOHN DALY in Toronto

Business Notes

CARD CHARGES JUMP

The Bank of Montreal increased the interest rate on its outstanding MasterCard balances to 18.75 per cent from 18.5 per cent, the fourth hike within a week to raise its rate above 20 per cent.

SAVINGS BOND INCREASES

Analysts speculated that the federal government may increase the interest rate on Canada Savings Bonds to 10.5 or even 11 per cent from 9.5 per cent as an effort to keep up with last month's increases in market rates. Many investors are making the leap for more lucrative investments.

OSC BOSS QUILTS

Stanley Beck, the embattled chairman of the Ontario Securities Commission, is stepping down. The 54-year-old Beck held President David Peterson that he would be leaving his \$135,000-a-year post at the head of the country's largest securities regulatory body within 30 days served as chairman for four years.

TOBACCO RISKS BUTT OUT

Three of Canada's three largest tobacco firms—Montreal-based Imperial Tobacco Ltd. and Toronto-based Rothmans Benson & Hedges Inc.—announced that they will stop seeking new billboards because federal regulations requiring more prominent health warnings on ads or make the advertisements worthless.

MAKING INDICING

A grand jury in New York City charged Michael Milken, the head of the junk bond department of investment dealer Drexel Burnham Lambert Inc., with 56 counts of securities fraud. If convicted, Milken faces a possible 30-year prison sentence and a \$12.4-billion fine.

BENNETT'S COST DILEMMA

An Ontario provincial court judge instructed lawyers for former Ontario Communications Minister Bennett to appear again on June 20 to set a date for a trial. But Bennett, a trial based on similar charges of illegal insider stock trading is scheduled to begin in November. That month, it is too likely that Bennett will have to face charges in Ontario.

BILLION-DOLLAR INITIATIVE

E. S. (Ted) Rogers, owner of Rogers Communications Inc., announced that his company plans to take \$1.1 billion of the \$1.6 billion it raised from the sale of its U.S. cable television system last month and invest it in improvements to its Canadian-wide pay-per-view, cellular phone services and its cable system.

Miller: profits are strong, but margins hit behind



The costs of free trade

A report says business should pay the piper

The price is understandable. Throughout the last election campaign, Prime Minister Brian Mulroney's Tories said that there would be assistance for any workers who lost their jobs because of free trade. But in a report tabled last week, the five-member Advisory Council on Adjustment, headed by Montreal businessman Jean de Grandpré,

associates expressed concern over a proposal for a so-called training tax, which companies could escape only by spending money on in-house training. The federal Tories, who appointed the council, were noncommittal about whether they would accept its recommendations. And even de Grandpré said that he is skeptical that the council's recommendations

proposed a corporate payroll tax—set perhaps at one per cent of a firm's total wage bill—but payable only by companies that did not provide a basic level of employee training. Any revenue from the tax would be devoted to developing worker training programs. Said Peter Nygard, owner of the Toronto-based fashion manufacturing firm Nygard International Inc.: "If our industry is to survive in the global marketplace, it will be because we have the ability to restructure, specialize and adapt to change."

But other executives expressed reservations about how the government would administer the tax. Said Robert Gillespie, executive vice-president of General Electric Canada Inc.: "The thought of putting it into practice scares me cold. Government has shown in the past that it has no great ability to administer such programs. Inevitably, its bureaucracy ends up financing what it set out to accomplish."

The federal government would also have to pay part of the burden for retraining under the council's proposals. The starting point would be a federal-provincial royal commission to examine worker education and retraining programs. It also urged Ottawa to double the existing \$355 million a year it spends for training under the unemployment insurance system, to increase the current \$550-million skills-training program by as much as \$200 million, and to add additional funding for university research and development programs. But labor leaders said they are worried that the Mulroney government will cut unemployment insurance benefits and shift the money to training programs.

The council also tabled a series of proposals designed to cushion the effects of layoffs, including mandatory notice of up to 18 weeks before plant or office shutdowns and maximum severance pay of one week's pay per year of service for employees with at least five years on the job. And there also would be the creation of a fund to provide immediate payments of up to \$4,000 to associates owed to workers in the event of bankruptcies. Zinnerer said that such a plan would benefit workers such as 40 of his man's customers who will lose their jobs at the Edison Rust Co., a heat manufacturing plant in Brandon, Man., on May 10.

As for de Grandpré's future plans, he declared last week, "I'm going back to private life." He will return to his old job as one of the top-level executives at Canada—In 1988, he earned at least \$227,000. Meanwhile, in his Winnipeg office, Zinnerer said that the talk among his customers is still about who lost his job yesterday and who will be laid off tomorrow, and not whether de Grandpré's recommendations will work.

JOHN DEMORTY with
SARAH MESSER and
JOHN DALY in Toronto



De Grandpré substantiating job-training programs for social safety nets

placed the primary focus on the private sector for sharing any harmful fallout from free trade. The report also urged Ottawa to redirect funding from unemployment insurance and other income support programs to retraining jobs in Canada. That proposal provoked outrage from Canadian labor leaders. Declared Bruno Zinnerer, president of Local 311 of the United Food and Commercial Workers International Union in Winnipeg, who has more than 200 of his members laid off since the Free Trade Agreement became law on Jan. 1: "Winnipeg must be aware of the fact that people can lose their families. They are not meant as a means by which government can shove a person back to work."

The immediate reaction to the council's recommendations was nearly as spirited as the free trade debate during the election campaign. Labor attorneys said that the council's proposals could give the Conservative government the opening it needs to alter the unemployment insurance system radically as part of its broader push to cut spending under the provisions of next month's budget. Federal Liberal trade critic Robert Spiller called the proposals "grossly inadequate." Some business

would enable the Mulroney government to keep its current campaign promises. Said de Grandpré, who also serves as chairman of Bell Canada Enterprises Inc.: "Maybe in the rush to pass the campaign, they exceeded their intentions."

But, rhetoric aside, Mulroney's government may likely be thankful for one thing: the council concluded that it is almost impossible to determine whether job losses result from the FTA or some other economic factor. Instead, the five-member council said that business must bear the brunt of the costs of helping workers adjust to losing their jobs as a result of the FTA. Said de Grandpré: "What we are saying to the business community is, 'Look, you supported the Free Trade Agreement. Now, it's time for you to deliver.'"

Specifically, the council

Nygard: survival skills



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Maurice and Charles Saatchi: nurturing creativity is a drive to expand

An eroding empire

Britain's Saatchi brothers suffer a setback

The British Airways television advertisement showing Michael O'Leary, head of Heathrow Airport, is one of the most memorable and most praised TV campaigns in advertising history. But its aggressive creator, London-based Saatchi & Saatchi Co., is discovering that the company is not nearly as successful as some of its creations. Three years after Charles and Maurice Saatchi fulfilled their dream of building the world's largest advertising and consulting conglomerate, the reclusive leaders are watching their empire erode. Maurice Saatchi, 43, announced on March 21 that the agency's profit would drop to about \$228 million in 1989, down from \$331 million in 1986—the first decline in the company's 19-year history. With both its advertising and its consulting businesses losing money, the firm has also lost investor support. Last week, shares were trading at \$5.70, down from a high of \$15.57 in 1986.

If the Saatchis' financial trouble does not turn around, it could quickly derail the rapid global expansion recommended by the brothers. They won some of the most sought-after accounts in the world, including that of British Prime Minister Margaret Thatcher. But they were never content. Led by the ambitious older brother, Charles, now 46, Saatchi & Saatchi grew by between 75 and 100 per cent every year between 1982 and 1987. But now, some analysts say that the Saatchis' setback will lead to a change of strategy in other acquisition hungry firms. Accounts have left: Saatchi &

Saatchi because their officials felt that creativity was being sacrificed by the drive to expand. Saatchi & Saatchi's rapid expansion may have been their undoing. And things began to unravel in 1986 when the Saatchis bought Ted Bates Worldwide, a New York City ad firm, for \$621 million. But just after the deal closed, Saatchi & Saatchi lost a string of large accounts because of conflict of interest between clients. Competitors also claim that the Saatchis' clients had employed Sid Jerry Goode, creative executive director of Goode & Shaulman Inc., a marketing agency in Toronto. "Clients who have defected complain that Saatchi is like a doctor more concerned with his own ailments than those of his patients."

Some analysts claim that the main cause for Saatchi is its disposal of some of its recent acquisitions. And Maurice Saatchi told investors last month that it might sell off "noncore businesses." That could mean severing the Bay consulting arm and abandoning such schemes as attempting to buy a bank. Meanwhile, in Canada, Saatchi is still downsizing. Last month it bought a strike in a Toronto direct-marketing agency, Taylor-Turner Design Advertising. Analysts say that Saatchi & Saatchi's growth momentum may just be a temporary setback. Even so, it seems that Charles and Maurice Saatchi will have to sell the company as hard as they sell their clients' products.

ANNE WILMURLEY with JEREMY HART
in London and GARRY BLACK in New York City

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The crowded skies

Rival bidders battle for Eastern Air Lines

Strife entered its fourth week, the troubled airline became the object of a series of offers and counteroffers from several high-profile bidders. In New York City, Peter Ulenmuth, the departing co-owner of baseball, of-

tered entered its fourth week, the troubled airline became the object of a series of offers and counteroffers from several high-profile bidders. In New York City, Peter Ulenmuth, the departing co-owner of baseball, of-

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fred \$364 million, and then withdrew the bid after an unusual rival made a higher offer. And Carl Icahn, the chairman of Trans World Airlines Inc. and a well-known corporate raider, has also expressed an interest in purchasing the airline. Finally, real-estate developer Donald Trump won a three-week-long battle with America West Airlines Inc. of Tempe, Ariz., and purchased Eastern's lucrative east coast shuttle between New York City, Kansas and Washington for \$428 million.

All the same time, in Houston, Frank Lorenzo, beleaguered chairman of Eastern's parent company, Texas Air Corp., worked on his own plan to restructure the airline to the satisfaction of Eastern's creditors. "An airline is a signature of wealth," said James Carr, vice-president of research with Ruffalo Securities Inc. in Washington. "The business attraction is an astronomical cash flow per day."

Anonymous sources close to the bidding said that the understated genius who topped the Ulenmuth bid may be Jay Pritzker, a Chicago-based hotel executive worth billions. The Ulenmuth group said that it was not planning a new, higher offer for the airline. Its bid had been heralded by Eastern's stockholders and analysts, who named Ulenmuth, 51, an someone who could restore Eastern's profits and negotiate fairly with them. Ulenmuth's previous corporate record includes staging the Los Angeles 1984 Summer Olympics. Later, as commissioner of baseball, he was praised for his deft handling of striking players.

J. Thomas Tilling, a former airline executive who impressed Ulenmuth during the bidding, said that the group may "obviously disappointed that we're unable to proceed" because close to Texas Air Corp. said that the Ulenmuth bid for Eastern has not necessarily been rejected, but that it will likely die. Pritzker, one of the many well-known names that have surfaced during the bidding, is associated with the Hyatt Corp. and has made previous bids for Pan American World Airways Inc. The Pritzker family formerly controlled the Dallas-based airline Braniff Inc.

Any sale of Eastern must be approved by bankruptcy court Judge Burton Lifland. The decision is likely to depend on which bidder can get the airline flying again, as well as provide maximum value to creditors. Eastern has only been able to maintain 15 per cent of its scheduled service during the seven-month fight between Lorenzo and the airline's owners. The value of Icahn's antiquated bid was still unknown last week.

Meanwhile, Trump has scored a clear victory. The developer succeeded in buying the majority of planes in the deal, increasing it to 27 from 17 because the shuttle had just value. Parts have dipped as low as \$28 million, down from \$130, in order to keep passengers. But the various suitors for Eastern could still disappear if the airline continues to lose money. And if Eastern does not reopen soon, it may never reopen at all.

ANNE WILKINSON with LARRY BLACK in New York City

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A zestful protector of Canadian values

BY PETER C. NEWMAN

Albert Weis� Johnson is one of those rare Canadians who spent his life in the public service yet has never lost the zeal for social reform or enthusiasm for imaginative new ways to help bring it about.

The son of an immigrant, Slovak, preacher, Johnson entered a doctorate in political science and economics from Harvard and returned to his home province where, as deputy treasurer, he helped implement Canada's first medicare program. He moved to Ottawa in 1964 and did the most thing intensely, then moved to chief economist and constitutional adviser to Pierre Trudeau. Promoted to secretary of the all-powerful Treasury Board, he later became deputy minister of health and welfare under Marc Lalonde and eventually spent seven productive years as president of the CBC. Johnson, who is 64, now teaches political science at the University of Toronto but expends most of his energy analyzing current policy trends, especially free trade, March Lake and the fiscal package created by the university of fiscal social programs.

Although culture was specifically exempted from free trade negotiations, Johnson says he is convinced that clauses in the agreement that allow outside investors to buy just about everything new Canadian-owned will permanently alter the way we see ourselves. He told me recently, "It one acknowledges that business has an impact on the social attitudes of a nation—whether by reason of its perspectives on preserving social order versus untrammeled individualism, its employment or work-life practices, or simply its advertising—then the story America's business in Canada becomes, the more our social attitudes will tend to be influenced by those of the United States. It's essential that the decision-makers who determine what will or will not be published have a deep and textured knowledge of and feeling for Canadian culture.

Johnson is highly critical of the March Lake accord, mainly because its implementation

**Former CBC president
Albert Johnson has
some innovative and
important ideas for
altering Canada's
vital social programs**

would in any event weaken the federal power to institute national social programs essential to a decent and dignified life—no matter what their philosophical origins. "The fathers of March Lake, unlike the Fathers of Confederation," he said, "have not recognized one of the distinguishing features of Canadian nationhood—the sharing across the country of common public services which reflect our common values. Under March Lake, we could mean have enacted measures, for example. The sense of affinity and association, even esteem, which Canadians may feel for the federal authority will be thereby weakened if the accord is passed.

"What's wrong with Canada's social assistance system," Johnson continued, "switching to the current debate on universality," is that, with the exception of programs for the very young and very old, there is nothing between universality and welfare. What's needed most urgently is a family-income or earnings supplement program based on income—a standard plan to help the working poor. If I were advising Brian Mulroney, I would take out of the unemployment insurance system those payments that are really income supplements. It should be returned to its original function as

a genuine insurance scheme to help people between jobs—instead of the present system, which has brief qualifying periods and long-term payouts.

"I would then urge creation of a separate guaranteed annual income scheme," Johnson went on, "in that any family of four with incomes below, say, \$15,000 would be paid out of the federal treasury to bring them up to the minimum level. The Canada Assistance Plan would stay in place for people with incomes of less than \$5,000, but the new income supplement would be reduced by 50 cents for every dollar of additional earned income." (That means that support payments would actually range from zero to \$30,000. One way to administer such a plan would be to integrate it with the tax system so that those individuals or families filing returns for incomes below the cutoff line would receive monthly supplementary cheques either from Ottawa or through their employers.)

Ottawa's quest for some form of guaranteed minimum income dates back to 1970 and publication of the white paper on income security. Family allowances were increased to \$28 from \$8 a month per child, with a built-in rate of device up to family earnings of \$10,000 a year. Radically as it was, the policy was adopted by all parties in the House of Commons in 1973. But it happened to occur up just as the House was arguing, and, as a result, the he needed unanimous consent, independent Liberal Paul Hellyer voted against the measure, severely setting back Canada's social assistance reform.

Three years later, with Johnson as deputy minister of health and welfare, the department published its so-called Orange Paper. It outlined a social assistance strategy that included a complicated but workable income supplement plan. Although a hotel experiment with guaranteed annual income at Douglas, Mass., proved to be inconclusive, the Orange Paper set the stage for future policy. Its studies and conclusions contributed substantially to Saskatchewan's Family Income Plan (1974), Ottawa's Child Tax Credit plan (1975), Quebec's Work Income Supplement Program (1976), Manitoba's Income Support Program (1980) and the MacDonald Commission's Universal Income Supplement Program (1980).

Johnson says that the Tories were headed in the same direction with Michael Wilson's 1985 budget when the finance minister declared his intention of creating social programs "so that benefits are targeted to those most in need and funds are freed for other social priorities." Johnson added, "Wilson's mistake was to announce cuts such as downsizing of old age security without any accompanying blueprint for alternate income supplementation. The goals of Canada's past have been challenged and the gray power of Canada's present has been sapped. The problem was so strong that the government backed down."

With its current emphasis on deficit reduction, the Mulroney government must take the political risk of promoting universality—and changing federal funds to those who really need them.

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Halting the slump

The rag trade searches for improved sales

Ever since a handful of Persian clothiers based on international prominence during the late 1940s, the world's leading design houses have been preoccupied with fashion-conscious women will wear. But that tradition has suffered a major decline over the past two years. North American and European women have displayed apathy to high fashion by

the annual rate of increase in sales began to decline sharply. By December, 1988—the latest period for which figures are available—sales had grown by only 3.3 per cent from the year before. Previous years that when inflation—which averaged four per cent—was taken into account, "growth has really been flat."

Declining retail sales have begun to hurt manufacturers as store buyers hesitate to

spending less on clothes. The resulting sales slump had led manufacturers and retailers in the garment trade to wonder what they did wrong. The debate takes on added force this month as women's clothing stores, which are commonly associated with the latest in spring fashions, make their buying decisions for next fall. Professional buyers and members of the clothes-buying public saw a preview in Toronto last week at the fall's Festival of Canadian Fashion of the kinds of clothes that will be in the stores five months from now.

After watching the evening night fashion shows and browsing through some of the more than 200 exhibitors' booths, Corinne Engel, a Toronto social worker, said that this year's fashions were the best yet. She found, who has attended each year since the first event in 1980. "There's a lot of variety here—something for everyone," Johannes Ramus, director of operations for Concrete Business Centre in Toronto said that she generally wore clothes by Toronto's Peter Laco, but she added that she would be interested in buying some other manufacturers' clothes that she had seen. She summed up the originality that she had seen. "I like the originality that I have been seeing."

It was the same of opinion that designers had been hoping would strengthen the industry, which last year had sales of \$3.4 billion in women's clothing stores in Canada. According to Matt Prutkina, vice-president of the Retail Council of Canada, sales in women's clothing stores grew by about 14 per cent a year during the mid-1980s. But starting in March, 1987,



Thomson's designs: something for everyone at the fashion festival

place large new orders. The annual collections also triggered widespread concern about who or what is to blame for the downturn. Some critics of the fashion industry say that high prices and unexciting stores are at fault, while others attribute the slump to unresponsive styles—including the minimalist, that rapid change in fashion, said to the emergence of consumers who have become highly selective with the money they spend on fashion. Ann-Marie

Gagné, a communications officer with the Quebec business ministry in Montreal, said that the retail shops at the beginning of the season when the clothes first arrive in the stores. "It takes time to shop for spring and summer right now what you know that everything will be in sale in June," said Gagné. Gila Cousineau, a lawyer in Vancouver with Wilbur M. Mercer Ltd., an employee-benefits consulting firm, said that she prefers to shop for size-related items in boutiques rather than chain or department stores. But the selection is fairly limited for professional women, said Cousineau. "I shop mainly for career clothing but I don't want things that are boring or dull. That's the challenge. The men's shops in my line of work." Gila Cousineau, manager of the variety department in a Calgary clothing store, said that she "was not a real shopping addict." Added Gagné: "I used to buy clothes like crazy but I have a mortgage and I'm having a baby. Besides, everything in the stores looks the same."

Montreal designer Leo Chevillon, president of Leo Chevillon International Ltd., who was awarded an Order of Canada in 1979 for his contributions to the fashion industry, agreed that women have had time to choose from lately. Said Chevillon: "I don't think that the Canadian consumer is being very well served by the Canadian industry. I speak with a lot of women and everybody over 40 is having a terrible time trying to find something to wear."

Still, the industry's problems were temporarily put aside in the buoyant atmosphere of the Toronto fashion festival. Designers participating in the opening-night fashion shows received a small but steady stream of applause for their designs. Black, which has been popular for the past five years, was again the predominant shade. For fall, 1989, however, it was embraced with colors ranging from bold, new styles to such seasonal colors as navy. Jacket styles included everything from short, close-fitting jackets to a full, sweeping A-line style, while men's wear also popular.

Leo, a young Toronto designer who came to the fore at last year's festival, showed a black jacket with the front panel colored red to resemble a vest. Designers showed a greater number of cloths than at previous years. Styles included skintight versions from the Bent Boys—Bent Boys and Lorenz Boy at Toronto—sent full, voluminous gowns from Nana Thomson of Montreal. Start lengths—which included a number of deliberately uneven

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hens—were generally considerably larger than those recently shown in Europe, which grew larger than the top of the knee.

Rarely present in the show was the style that has symbolized the Italian industry's second decline in influence—the muskrat. First popular in the late 1980s and early 1990s, the muskrat was rejected by most North American women after it was introduced in about 1987. Some fashion experts cite the repulsion of the muskrat as proof that designers can no longer dictate style to women.

Still, other observers say that poor judgment is only part of the problem. Declared Anthony Stoken, a retail marketing consultant with Toronto-based Anthony Russell and Associates: "You don't lose the giant industry until they had a tough year because they made up too much grey pants instead of pink and blue. It's ridiculous." Added Michael Pearce, who teaches retailing and consumer marketing at the University of Western Ontario in London: "These are smart people. If it was any one thing they'd have fixed it by now."

Part of the problem may be that a decade of high-volume sales encouraged too many retailers to enter the market—leading to a glut of sales volumes reduced. Mary Thomas, a merchandising analyst with the stock brokerage house Dean Winters Reynolds (Canada) Inc. in Toronto, said that between 1978 and 1988, the number of outlets operated by Canadians against retail chain stores grew to 18,657 from 13,962—a 357-per-cent increase during a period when sales grew by only 146 per cent. Said Thomas: "This truly is an overextended world."

At the same time, experts say that the industry as a whole has been slow to respond to evidence of discontent among female consumers. Industry surveys show that women are increasingly less willing to pay high prices for poor-quality clothing as stores where they are served by part-time sales girls who barely know what goods are in stock. Said Stoken: "The stores that are not going to do well will really have some real problems instead of looking at the consumer as someone to blame." He added, "The average female consumer has become much more demanding of the average retailer."

Indeed, Canadian designer Roger Edwards—whose army baggers are popular among shops or retailers in Canadian cities like Mississauga, Hamilton, and St. Catharines—has a name and model. Steve Belton (Hager)—nicknamed up the industry's problems as "too much quantity and not enough quality." For the Toronto-based designer, the solution is to letgo other retailers who are operating his own retail outlet, which is scheduled to open in Toronto in July. "Anything new or different is selling these days," said Edwards. "If shoppers are given a choice."

By setting up his own retail outlet, Edwards will be taking a step that appears to have worked for a number of other Canadian designers—including Alfred Sung, part-owner of Massimo Group Inc. in addition to selling his designs in about 980 stores across North America, where they are now across Alfred Sung stores—four in Canada and three in the United States—and of Cup Massimo stores, which sell moderately priced, women's wear. As well, Toronto-based Dyles Ltd.—which bought a 50-per-cent interest in Massimo Group Inc. in February—plans to convert some of its 831 Perseus stores in the United States into Club Massimo stores. Said Massimo, president of Massimo Group Inc. and Sung's partner for the past 10 years, said that the first, the Club Massimo stores in the United States are scheduled to open this August in California.

Fashions by LANCY PAPPAS: the skirt is a "corgi"

According to Massimo, Club Massimo's decision to operate as such stores grew out of a growing frustration with the retail sector. "The Club Massimo line was designed as a wholesale collection," said Massimo. "We did not intentionally design to retail

age women alone. For clothes you want to see for 20 minutes each. That's for herself and her family."

Still, industry officials say they hope this after two years of legal clothing guidelines, Canadian women may be in the mood to try for a shopping spree. "After two years of just-up demand," and Frustrated "there's a talent need to stretch ourselves. With the right product, we could see an improvement for all." Even more reassuring for the industry was the response from buyers at the Canadian fashion show "Buenos Aires" in Montreal last month. Christy Timmins, spokeswoman for Le Groupe Expositions, which produced the Montreal show, said that 5,000 buyers—more than 250 of them from the United States including such major retailers as Saks Fifth Avenue and Nordstrom—played "a definite success in order" with the 254 exhibitors. Still, it will be the fall before the store buyers will be sure whether they have made the right decisions. If the public's reaction is any indication, their confidence is justified.

BARBARA WICKENS

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An advertising supplement to the April 30, 1989
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THE RENOVATION BOOM

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The renovation boom: getting a piece of the action

With Canadians spending close to \$20 billion this year on residential renovation, there is a lot of profit to be made from renovation.



DAVID HARRISON/STOCK

Skylights and large windows create an indoor/outdoor feeling in the Toronto home of 30-year-old Jeff. On the opposite page, a Vancouver home by Winnetri Interiors and Interiors Associates was one of two penthouse units adapted to suit a difficult building site.

Builders, designers, architects, manufacturers, retailers... all enjoy a slice of the renovation pie as the industry enters the 1990s with an annual growth rate of 20 per cent. But those who profit most from renovation are the homeowners.

Renovation adds to the quality of their lives and the enjoyment of their surroundings. It allows them to create their own dream home in a neighborhood where they are comfortable. It provides them with a sense of personal accomplishment. It teaches them how their house operates and can become a hobby that they can enjoy for years. It gives them something to talk about at the office.

And it usually increases the resale value of their homes. Recent studies say that about 80 per cent of homeowners do some kind of renovation work every year. Most do minor repairs around the house, buy a carpet or perhaps do a little painting.

Seven per cent of renovations are responsible for 35 per cent of all Canadian renovation expenditures, according to Brownson, a Toronto research firm. These people, who spend more than the national average on their home improvement projects, are known as the "major renovators."

Last year's average major renovator spent \$38,000

upgrading his or her home. The main reason for doing the work was to improve the look or comfort of the house, but about half of the homeowners were also citing at financial benefits.

Major renovators were most likely to be professionals, with higher-than-average educational backgrounds. Their annual household income was \$50,000. They usually had children.

The other 95 per cent of renovations had an average household income of \$42,100. The National Housing Study conducted by the Canada Mortgage and Housing Corp. in 1986 found that there were no major regional or urban/rural differences in the incidence of renovation work or the average amount spent by homeowners. But three-quarters of all work took place in the urban areas. Edmonton had the fastest renovation market in Southern Ontario, followed by the Vancouver area. This special advertising supplement takes a close look at the Canadian renovation market. It looks beyond the personal gratification of renovating to ask the housing experts about the types of improvements that provide added value at resale time. The section checks out what's hot and what's not in kitchens and bathrooms design, and offers sound advice about the mechanical systems of the home.

Added value: how to profit from your renovation

Homeowners usually renovate to make the house look better or make it more comfortable. After the dust has cleared, the house-pride owner will give guided tours to show off every detail, whether he's actually worked the hammer himself or hired somebody to do it for him. There's great satisfaction in changing a row of car seats into a new car.

But inevitably, when real estate comes up on the conversation, the homeowner wonders how much has been added to the resale value of his home. Determining if the added value is a lot, a little or none at all depends on many variables. Unfortunately, some renovations can even decrease the value. Homeowners whose main reason for renovating is to make big bucks by selling the resale value should consider their renovations carefully to ensure their sole purpose does not turn out to be just a better sow's ear.

The local real estate market, the neighborhood, the type of renovation planned, the quality of the materials and the workmanship, and the cost of the renovation all influence the resale return on renovation investments.

Builders refer to the features that impress buyers most as "hot buttons." The more hot buttons in your house, the more interest it will generate on the resale market. And although some hot buttons may be trendy fads, there's little debate among housing professionals about which rooms most impress buyers, and are most likely to increase the value of a home.

"Kitchens and bathrooms. If you do nothing else to the house, do the kitchen and the bathroom," and Paul Berber, associate broker with Toronto's Real Estate Board Realty Inc. "Today, people want a kitchen that accommodates a microwave and a dishwasher



And a two-piece bath on the main floor is really important."

In fact, "The most important area, especially for couples, would have to be the kitchen," said Rod Mailey of Regency Real Estate. "But the addition of a main-floor half bath next to the principal master bedroom area always enhances resale value and mobility."

Toronto kitchen designer Lee Wilson said, "Nobody is going to buy a house with a kitchen that looks dingy and old. If the house has a neat, clean kitchen and a hygienically feeling bedroom, then that house is going to sell faster than a house next door with parquet flooring and a swimming pool."

Architect Bill Hyde of Fowler, Budd, Mitchell Ltd. said one of the best renovation investments is a kitchen/living room remodel. "In Halifax, the housing stock downtown tends not to have things like family rooms and open kitchen. They tend to be very cut up. So this renovation does two things at once. It provides informal living space and a new kitchen."

Ten Renovation Mistake You Can Make Yourself.

1. Every homeowner should make sure that their building contract adheres to the Construction Lien Act. And it should contain a provision that 10% of gross payments be withheld for 45 days to provide protection against faulty workmanship. If you hold back that amount, then you won't get soaked.



2. Before you hire anyone, you should check them out first. Don't let that slick ad fool you. Contact the Better Business Bureau and Consumer & Commercial Relations to see if their operation is on the up and up.



3. Always include large pieces of furnishings in your new floorplan. Otherwise, you could find everything out of tune later on.

4. Safety first and last. Always be safety conscious no matter who you're dealing with. Every day before the workers leave, run a quick inspection around the house to see that everything's alright.



5. Looking for a good investment? Then put your money into renovation. Whatever you do spend today, you're likely to get back twice that amount when you sell your home. But be careful not to over-reno. Spending \$50,000 remodeling a kitchen in a \$120,000 home is an investment you may not completely recover.



6. What ad would be complete without a subliminal message? These little pictures here should inflict themselves on your subconscious. And serve as powerful reminders that the biggest mistake you can make is to forget insulation. That means installing GLASCLAD® Exterior Sheathing on the outside of your house. And FIBERGLAS PINK® in any walls, attic and crawlspaces. Gotcha, didn't we?



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8. Perhaps the most common renovation error is lack of storage. This is especially important in kitchens and bathrooms. If you want to avoid a tight fit, make storage one of your strong suits.



9. Renovation means ventilation. Even though it's virtually impossible to seal an older home too tightly, it makes sense to consider a direct fresh air intake to your furnace. And if you have any ductwork running through uninsulated areas, now's the time to wrap them with FIBERGLAS® insulation.

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When it comes to smaller renovation projects, according to an annual survey by *Remodeling magazine*, a U.S. trade publication for the renovation industry, the best return on an estimate comes from adding a fireplace. The average cost of a fireplace is \$5,515, according to the survey. The average return at resale works out to approximately 97 per cent.

"Fireplaces do smart people, and they are willing to pay for them," said May. "If you are looking at a set of over and under flats, the potential landlord is always interested in seeing fireplaces because if they are there, they can charge more."

Barber said houses with fireplaces sell faster than those without. "A house with a non-working fireplace doesn't sell as well. Or worse, one with just a mammoth mantel and nothing else, it would be better to just take that out."

Other renovations that would immediately provide a good return, according to the *Remodeling* survey, include adding a full bath (81 per cent), adding insulation (74 per cent) and re-roofing (71 per cent).

In Canada, it seems that bringing natural light into the home by installing new windows and skylights is more important than in the U.S. "I

think skylights are the best return on your investment," said Barber. Also high on his list are bay windows, and windows that tilt in for easy cleaning. "New windows and doors are very big when you are doing any kind of renovation work," said Shirley Bates of the Toronto-building firm Bates & McKeeven. "Skylights are very popular, too."

Vancouver architect Paul Ohannesian said, "On the west coast, it's very popular to do a renovation and try to get that indoor/outdoor feeling. We have that grey light all day long in the winter and if you don't have some additional daylight coming in, your interiors can get awfully dark."

Other popular renovations in British Columbia include using leftover attic space or poorly developed upper floor space to create an extra bedroom, said Ohannesian. Also, "In Vancouver a lot of houses are built on one or half a floor off the ground, and getting decent access to the garden space is a challenge."

Another trend is to enclose a carport to add additional space, said Ohannesian. "That's a low-cost thing that you can do providing you know where you are going to put your car instead. It is cheap space, because the roof is already there. You just enclose it, insulate it and put some light in it."

If there is a ground-level basement and main floor, and the house is in good structural condition, some homeowners will add an entire top floor. Or they will jack the whole house up in the air and add underneath. "Both of these are profitable because the cost of building the equivalent product from scratch would be higher than the cost of the renovation," said Ohannesian.

Increasing living space is important to Torontoians, too. Real estate agent Peter Loeke of Peter C. Loeke & Associates said most of his clients are looking for additional space, either by expanding into a main-floor family room or adding a second or third storey on their home. When they design these areas, homeowners opt for definition of rooms, Loeke said. "The open loft concept is no longer popular."

The combination of high house prices and a chronic shortage of rental accommodation has created a booming market for basement apartments,

Below A solarium addition adds interest to the front of a home and provides a protected place for coats and boots. Right A new enclosed solarium addition allows the homeowners to enjoy their backyard and terrace. Hot tubs look great, but in Canada they are not likely to increase the resale value of a home

BY A. HARRISON GREENBERG, M.S.



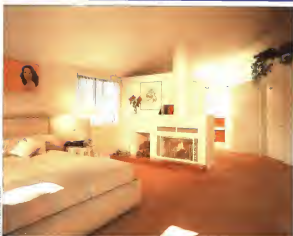


PHOTO COURTESY HUNT

After beds, the most popular renovation with rental potential is crucial. Even if you don't use it, it's there for the next guy, it helps sell the home.

Although Canadians spend millions on basement renovation projects last year, not all basement renovations are considered good investments. In North Toronto, it's pretty hard to sell a basement family room. The demand is for a main-floor family room, even if it's just eight feet out and doesn't create a lot of space, says Barber.

Barber: "Doing any kind of a renovation with rental potential is crucial. Even if you don't use it, it's there for the next guy, it helps sell the home."

Although Canadians spend millions on basement renovation projects last year, not all basement renovations are considered good investments. In North Toronto, it's pretty hard to sell a basement family room. The demand is for a main-floor family room, even if it's just eight feet out and doesn't create a lot of space, says Barber.

In Halifax, a growing number of homeowners are adding for master bedroom suites, said Hyde. "The families are getting older and the children tend to be taking over the whole house. The parents want privacy and are looking for ways to get it. whirlpool baths, bed-sitting rooms, walk-in closets and quite often make-up tables" are requested.

Barber suggested two other urban renovations that will add value to a home. New parking facilities, perhaps in combination with professional landscaping, makes a home more salable. The other upgrade is a security system. Barber said he initially wasn't sure of talking about a security system would frighten off potential buyers, but he said the opposite is true, and it increases the resale value.

When it comes to finishing touches, the Fin architect HOMES survey for 1988 says Canadians spend more money on floors and carpets than any other interior home improvement item. It looks like they invested their money wisely. Barber said hardwood is still the most popular flooring material, with cushion flooring in the kitchen and tile in entrance areas. More exotic materials such as granite, marble, cork and slate are being used for more expensive kitchen renovations.



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Not all renovations are created . . . or valued equally

In contrast to the improvements that are popular with homebuyers, there are several renovations that don't increase the value of a home, and can even detract from it. For example, the *Renovating* survey in the U.S. said that on average you can only expect to get back 39 per cent of the money spent on a swimming pool! In Canada, it's probably much less.

"In this area, it's a definite no-no," said Malby in Halifax. "It's almost a curious paradox: renovations of added value don't seem to live there."

There are designs that preclude families," added Barber. "For instance, look at canyons or stairs. Not only are the kids afraid to go down them, but older people have problems with them as well."

But the hardest renovations to sell are those that are poorly executed.

said Barber. "You find a great variety of renovations, from nice ones to the terrible stuff that the next guy is only going to tear out," said Barber. "Some guys come home night after night and work their hearts out on their houses, but they don't know how to do the work, so it doesn't turn out too well. An ugly lobby is only beautiful to his mother."

Even professional renovations can end up detracting from the value of a house. Barber said he recently took some clients to a spectacular renovated home where "you entered the foyer and looked up to see all three floors. The master bedroom was an open loft but this client is a doctor and is in bed by 10 o'clock. These dynamic renovations appeal to a lot of people, but don't ask them to live there."

There are designs that preclude families," added Barber. "For instance, look at canyons or stairs. Not only are the kids afraid to go down them, but older people have problems with them as well."

Practicality of design is also important where large windows are involved,

said interior decorator Cynthia Hyde, owner of The Decorating Shoppe in Halifax. One-time projects, the trend to large windows has caused problems when homeowners found the uncovered windows let light pour into the bedrooms, making it impossible to sleep late. In other cases, privacy was sacrificed. The homeowners had to cover up the windows. Now the attractive window design can only be enjoyed from outside the house.

"Most architects would never know how to put fabric on a window," said Ms. Hyde. "Whether or not the architect thinks it should be there, most homeowners want it. I really stress that a homeowner should hire someone who will be able to continue these (design) jobs right through to the last picture frame. You can get an architect who does a really nice job, where an addition might fit the outside of the house and the neighborhood very well—but a lot of them don't really have the skills to solve problems that come up inside." Ms. Hyde is married to architect Bill Hyde, and they often collaborate on renovations.

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To increase access for disabled	5.8

Spoke more than 100 per cent because homeowners responded to an array of reasons as were applicable.

SOURCE: National Housing Survey, CMHC, 1986



As the market for housing continues to grow, many homeowners are turning to renovation projects, which promise the look of a new home without the cost of a new house. According to a recent survey by the National Housing Survey, the most common reason for renovating is to improve the interior appearance of the home.



RE: House experts on buyers should ask about the condition of the roof and the mechanical systems.

"If you live in Rosedale or Forest Hill in a decent \$500,000 house, you have a great deal of upside potential, so the return on your investment should be good if the job is well executed. But if you are in Scarborough and you have a \$200,000 house and you are proposing to spend \$100,000 on a corner lot, maybe you are not going to get an immediate return," said Locke.

In Saskatoon, where resale prices were unchanged throughout 1988, "you probably don't get your money back from renovations," Perry said. And in the Halifax area, where resale prices in some neighborhoods dropped over last year, Aisley said if someone puts in a new kitchen and it goes right on the market, "they are not going to get their money back (at least) in terms of the real estate, but they will get some of it back and there will be a bonus in that they will be selling their home so fast as possible, with as little time on the market as possible, he said.

In Vancouver's downtown area, the real estate market is proving to be too hot for renovation. Carrill said that the "absolutely historic land values" have put some of her proposed projects on hold.

One potential client owns a 1920s bungalow that is a beautiful fixer-

up on a large parklike lot. It's a very nice house, but even if they put \$300,000 or \$400,000 into a renovation, somebody would probably still buy the lot from them (for about \$600,000) and tear the house down. Then the developer would build a large new home that would sell for about \$800,000. "It's a tragedy, especially when it's a lovely house like that," said Carrill.

However, so far that kind of a market only exists in downtown Vancouver and in parts of Toronto. In most of the country, the real estate market is much quieter.

Even in a soft market, renovating new could mean value in the future. Come 1, who specializes in restoring older houses, said: "Restoring for immediate resale 30 years ago was a foolish thing to do. It's becoming less foolish to do that now, but I think people have to look at doing it for themselves, with a plan that four or five years down the line they will be able to recover their money. They have to give consideration to the fact that they will have lived in an improved house over that period of time."

"In Toronto, everyone is worried about resale value," added Barber. "Sometimes I have to tell people to stop thinking about the capital gain they expect and pay more attention to the house they are going to live in. You can buy a better house that may not have the growth of somewhere else, but if it is affordable and it doesn't stress you out on mortgage payments, it's probably better." He said it is not uncommon for someone to buy a

house because it has renovation potential, but you know that when you go to sell (rent is a way from now), probably nothing will be changed."

If working out the resale value of a renovation sounds too complicated, the homeowner can always take the easy way out and move to a different house, but Stroud suggests that may not be a sound financial idea. "If you have a \$300,000 house, right off the bat, with land transfer taxes, with commission, with legal fees, you are \$30,000 before you before you start. I really believe that is a factor."

And for those with a more modest home, with families set on the it ways in good areas, where schooling and all the other amenities are available, I really question whether someone should make the big move," said Stroud. "I think renovation will be a big game in the 1990s, far bigger than has ever existed before."

The ultimate renovation: building from scratch

If making a profit is the only goal of a renovation, there's no room for emotion. The first thing the homeowner might consider is tearing down the old structure completely and building from scratch.

As part of the 1986 National Housing Study, the Canada Mortgage and Housing Corp. surveyed the cost of renovation versus replacement of 23 residential properties in four cities (Stitt John, N.S., Montreal, South Sea, Maine, and Saskatoon, Sask.). After accounting for a life review in the initial condition of the properties, the study analyzed the impact of each investment on ongoing maintenance and operating costs, the expected life of the building and, for apartments, rent levels. In each of the 23 properties examined, renovation was found to be a more cost-effective solution, even when the existing property could be replaced with a residential building containing more apartments.

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Renovation financing



There seems to be no lack of money for financing home renovation projects in Canada's renovation industry given that the rate of 20 per cent annually.

For homeowners who qualify too much money to qualify for government subsidies and programs, but not enough to afford the full price of their renovation, financial institutions are more than willing to loan the money.

Shopping around for the best deal is always a good idea. The banks say they treat each loan application on its own merit and they don't like to generalize about what requirements are necessary for approval. But the same things they will want to discuss are the homeowner's equity, his credit rating and his ability to repay the loan.

Some financial institutions offer specific home-improvement loan programs. Other options include taking a personal loan, arranging a second mortgage or reorganizing a

First mortgage

For small renovation programs (\$5,000 or less), it is probably best to get a personal loan. Although the interest rate for a personal loan is higher than for a mortgage, there are legal and appraisal fees charged for mortgages. That could on the homeowner back an additional several hundred dollars.

If it's a larger loan, it is usually worth paying the fees to get a second mortgage. Renegotiating the first mortgage is also possible, but the homeowner may be charged a penalty. Naturally the more the homeowner wants to borrow, the more the bank

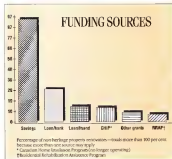
will demand to know about the renovation project. They may ask to see a signed contract with a builder or designer, along with a copy of the building plans. If it is a very large loan, they may even want to inspect the job as it progresses.

Surprisingly, the Canada Mortgage and Housing Corp. (CMHC) 1986 National Housing Study found that 96 per cent of all renovations of mortgage properties paid for at least some of the job from their savings or out of pocket.

Those surveyed who needed help and getting it from the banks and financial institutions was not a prob-

tion, but it hasn't always been that easy. In the 1950s and 1960s, CMHC sponsored Home Improvement Loans were popular because of, as CMHC called it, "the level of uncertainty surrounding renovation financing." Many homeowners were also able to take advantage of the Canadian Home Insulation Program (CHIP), which was introduced in 1977. Unfortunately, that program received some bad publicity because of the number of fly-by-night contractors it created. It was also during the early years of the CHIP program that many homeowners added urea formaldehyde foam insulation.

Both of these initiatives have been terminated, and now the government's main repair program is the Residential Rehabilitation Assistance Program. It provides loans for homes requiring major structural, plumbing, electrical, heating or fire safety work, and is aimed at low-income property owners. Several other provincial and municipal government programs are available to assist homeowners across the country.



Source: National Housing Study, CMHC, 1995



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The kitchen of the 90s: quality counts



Canadians spent more than \$2.7 billion on kitchen renovations last year, according to the Encompass HOMES survey. Either there's a whole lot of baking going on, or a record number of homeowners are using the kitchen as the hub of family activity—and realizing it as the most important room of the house at resale time.

Most renovated kitchens include time-saving appliances like dishwashers and microwaves, but finding a place to put them is not always easy.

"When we started our renovation business 20 years ago, it wasn't very sophisticated," said Toronto builder Shirley Bates of Bates & McKeown. "People would take out the kitchen cabinets and put in new ones, but they didn't talk much about design."

But today Canada is a world leader in kitchen design, and Lee Wilson, president of the International Kitchen & Bath Expo. The annual trade and consumer show will be held September 7 to 10 in Toronto.

"Canada does things quietly but she is successful," said Wilson. "Americans run around yelling and it seems that they are doing a lot more—but Canada gets into places that people don't know about. The manufacturers here are the leaders in the industry. People write to us from the Pacific Rim, from Australia, from South America and from Europe to find out what is happening, and what we are doing."

Kitchen renovations are especially popular with younger homeowners. New designs accommodate children's microwaves and other nice dining appliances.

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Natural materials like granite and

marble are the favored choice, but Chilton said "people are blown away by the price" of these materials. Most opt for a "granite like" material countertop or rely on the old standby — high-pressure laminates — which are available in a wide array of styles and colors.

The overall look for the kitchen of the 90s is "modern — but not high-tech modern," said Chilton. A modern

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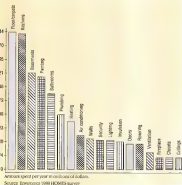
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WHAT WE SPEND—INSIDE



country look is the latest trend. "It's a much lighter country look, like the bleached-oak cabinets. When you bleach the doors, you can change the color. You can get any color you want, like light beige or even blue. These things have been available for years—but people are feeling braver now. They just want something that feels warm and cozy and fresh—not the dark, staid oak."

Wilson believes the traditional dark oak wall always has a place, particularly in the Prairie provinces where wood is most popular. But in the urban areas, she said, "washed blue New England look, washed white and pickled pine" cabinets are generating a lot of interest.

"On the other hand, there are also some dynamic new colors coming out," said Wilson. Big colors for 1999 include subtle shades of beige, burgundy, charcoal, and more.

Conspicuous or flies, marked

with wallpaper are also popular, and Chabon: "We even have a lady who will hand-paint your tiles, and will draw whatever you want on them—your favorite band, your dog, you can choose whatever you want."

Hall's interior designer Cynthia Hyde, owner of The Decorating Shoppe, said homeowners want something a little different than what everyone else is using. For instance, recently she did two kitchens with handmade Mexican tiles. There is also a shift in wall-covering designs.

"We are seeing more use of background wall papers now," she said. "We are moving away from costly little patterns."

When it comes time to pick out the kitchen fixtures, Chalton said most people go with North American products, although there are several exotic European fixtures on the market. It all depends on the money bracket. If the people have lots of money, no need.

they won't mind spending \$650 on the faucets. Then they have to spend another \$200 on a hot water dispenser, and another \$50 on a soap dispenser. What we stress is quality, and most people just buy a good single-lever faucet, or buys in a cycle."

Quality is also the key word when choosing appliances. "People are getting smarter about them. They are getting choosier about the appliances they buy. They are willing to spend more for something that is going to work better or, for instance, units that are larger. People don't like the small wall ovens that have been available but now the manufacturers are coming out with larger ones."

Cushion flooring is still a popular choice because of its practicality and because it is easy on the feet. Stone, granite and marble are being used in the more expensive renovations, and cork and hardwood floors are also in demand.

Most kitchen renovations cost from \$10,000 up. The cabinets, flooring and appliances are the big-ticket items. Major kitchen renovations with good-quality cabinets cost \$25,000 and up. But Chilton said if a homeowner plans to move in a few years, she can still install a good quality kitchen and expect to get some money back on her investment.

"You can have the same design and colors as the Rolls-Royce products, but spend a lot less," she said. "If they want something that is really low quality, we just won't do it for them." She said buying quality products that will last a longtime should be the top reason.

A kitchen is a competitive fit the best of times, even if you have unlimited funds," said Wilson. "If funds are unlimited, usually space isn't. Or time isn't. You just have to talk out your concerns with the kitchen designer."

Wilson said that kitchen renovations are becoming especially popular with younger people. "Ten years ago, you would never think of 30-year olds spending the kind of money they are today. Naturally, I'm pleased when I get

kitchen renovation jobs for \$40,000, but sometimes I come home and shake my head. I think, where are these kids getting \$40,000 for a kitchen? I guess there are a lot of reasons why so many people are renovating: there are a bloody lot of them, damn it."



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THE RENOVATION ROOM

Making a splash



PHOTO

A beautiful bathroom is a thing of joy for Canadian homeowners. Although it is the smallest room in the house, homeowners are willing to spend almost anything to turn it into a peaceful oasis, far from the noisiness of the outside world.

"Our customers want the best quality materials," said builder Peter Locke of Peter C. Locke & Associates in Toronto. "They are usually very particular if we suggest marble, because marble is considered to be rich. This type of renovation is an investment about their lifestyle, that they are up and coming."

Kitchen and bath designer Lee Wilson agreed. "It's a reflection on you. Years ago they said a salesman should buy the best car he could so when he pulled up in the driveway, it looked like he was successful." Today,

she said, people entrust business associates at home to impress them with their renovations.

Natural materials like marble and granite are making a big splash in bathroom designs these days, just as they are in the kitchen. Imported and hand-painted ceramic tiles are popular, too.

"People want innovative bathrooms," said Vancouver kitchen and bath designer Lorea Chilton of Lorea's Enterprises. "This is where the decorating magazines make a difference. People look at the bathrooms and go, 'Wow!'"

But when they look at the prices, they say, "Oh."

"You can really go crazy on a bathroom," said Chilton. "There are so many things you can use, like glass block and glass walls as a shower stall — on a little bathroom, it's easy to

Bathroom fixtures formerly only available in white and beige colors, now come in almost every color — even pink.



spend \$15,000." Then there are the truly luxurious bathroom amenities, such as whirlpools, skylights, large mirrors, imported faucets and hand-painted porcelain basins.

Bathroom fixtures, formerly only available in white and bone-to-lose, now come in almost every color in the rainbow. You can also buy antique reproductions and even rock-look fixtures.

"I find I usually have to calm my clients down a little bit," said Chilton. They only have so many dollars to spend, so they spend most of what they want. And if you have a small space, you have to limit your patterns and everything so it looks good and looks good. You don't want it to look too busy in a small space."

To help clients plan their renovation, Chilton asks them to "visualize what they would like to see. They may not know specifically what they want, but once you start talking to them, they

usually come up with some priorities.

There are lots of new products on the market, but Locke said her clients are usually very knowledgeable about what is available. "I accuse them of watching *This Old House* on television. They probably know a lot more than some of the salespeople who sell these products. They often keep a scrapbook of ideas. One of my clients had a scrapbook that must have had 200 pages in it."

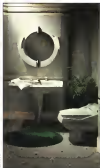
Keeping such a scrapbook is a good idea. If the homeowner sees something she likes in a photo, it will provide a starting point for discussions with the bathroom designer. Even if she can not afford the materials in the photo, new products such as "grain-like" countertops could provide the ideal look for her home.

Vancouver home inspector Ed Worke said there is another good reason why consumers should do their homework. He said, "People pick

up these nouveau niche materials, like the grates, and the brass and the silver and gold plated faucets and often it's not the good quality people think it is. At the start it may look great, but once you start working with it, you find out it's not what you thought it was."

Worke said any fixtures purchased by homeowners should have Canadian Standards Association (CSA) approval. "And one way of always knowing if you have pure brass is by putting a magnet to it. A magnet will not adhere to pure brass, and if it does, there are other alloys in it."

Before getting carried away with glitzy bathroom materials, home-



Top left: Luxury materials such as marble are popular in bathroom renovations. Above it, two-piece toilets are located near the master bedrooms in one of the homes in question and a good investment.

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owners should also consider the maintenance aspects of their new bathroom. Large mirrors look terrific, but take a lot of work to keep them gleaming. Dark-colored bathtubs and whirlpools show water marks more than lighter fixtures. Other practical considerations to think about include planning the room's storage space and determining how much counter space the family will require. Lighting, windows, ventilation and safety factors are also key design elements.

Although clients can be influenced

by what they see in decorating magazines, Chilton said "most people are afraid of being innovative. That sounds awful, but it's a kind of scary when you are spending that kind of money."

But she said "if it is a really good design, and the colors are nice and the client really loves it, I encourage them to go for it, and do something a little different. If I think it's going to be absolutely off the wall, I tell them not to do it, especially if they plan to sell the house later."

Not all bathroom renovations have to be expensive, of course. Locke said the basic cost of gutting an existing bathroom and installing new standard fixtures would amount to \$6,500. Haldis architect Bill Hyde set the price tag at about \$7,000.

There are many ways to save money when renovating the bathroom. For instance, rather than replacing a bathtub it can be reglazed for as little as \$300. A pedestal sink and shelf can replace a small quadrant vanity to give the bathroom a new look.

More than skin deep: upgrading the mechanical systems

The old adage says that buyers do not care about anything behind the walls is changing. In the '90s, consumers became energy-conscious and started asking questions about insulation, furnaces and the small windows. Today's buyers will still be more dazzled by a new kitchen or bathroom, but if they do not ask about the roof, the wiring and the plumbing, their house inspector will.

"People are interested in finding out exactly what condition the mechanical systems are in, and whether they have been upgraded," said Bud Wiley of Regency Real Estate in Halifax. Because most housing stock on the peninsula in Halifax is at least 25 years old, Wiley said clients always ask about the age of the roof. "Buyers are not interested in purchasing a home and then having to do these whole works in being done, or arranging for the work to be done prior to taking possession," said Malby.

Homebuyers are not as concerned about energy efficiency as they used to be, said Paul Barber, associate broker for Re/Max Positive Realty, Inc. in Toronto. But heat loss is still a worry for his clients, so his firm's sales work on leaded walls and upgraded windows are selling points.

However, it's hard for buyers to relate to the mechanics of a house. "If I take someone through a house and say it's all copper plumbing, unless I make their head and shove it under the sink, it's not a easier match," he said. The mechanics of the house become important later because most and more properties are being sold on the condition that the house passes an examination by a professional home inspector.

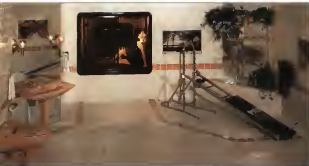
One inspector who has a number of renovated nightmares is Vancouver-based Ed Winkler. In a peturbed house, if the mechanical system has been ignored, he will spot the trouble immediately—and tell the tale. "I see renovations where an extension has been added to the house and the cycling

of the forced-air furnace is completely off," he said. "So the owners try to compensate by bringing in electric baseboard heating, and they find out they only have 60 amp or 100 amp electrical service, when they really should have 200 amp service. So they have to start all over again, and do an electrical renovation, and tear up all their beautiful new wallpaper to accommodate extra wiring."

He said renovators must remember

to treat the house as a system. When you upgrade, consider the effect of the changes on insulation, heating, the roof and the other mechanical components.

For instance, sometimes renovators build an addition for the hot water tank to add to the other end of the house—so it takes a long time to get hot water. Or new pipes or ductwork will not be insulated, resulting in heat loss. A new dormer may look great and



MOORE

A home stage with exercise equipment, a sauna and perhaps a whirlpool will become increasingly popular in the next decade, says Toronto renovator Shirley Bates.

Trend of the 90s

Toronto builder Shirley Bates of Bates & McKinnon predicts the main age, complete with whirlpool and exercise area, will be a popular renovation in the 1990s. Her clients are just beginning to request them now.

Bates also has a theory on why exercise washrooms are such a hit with renovating homeowners. "A lot of our clients grew up in the suburbs, in a house that had three or four bath-

rooms. When they buy a house in the city, they want to try and make everything the same as what they are used to, so exercise baths and family rooms are big."

Wilson, president of the annual International Kitchen & Bath Expo in Toronto, distributes literature for the show that describes "the ideal bathroom." It "gives the illusion of space, relaxation and serenity while you perform the necessary ablutions." But to homeowners, the ideal bathroom also provides a quiet retreat and can be, a little more status with the boss.

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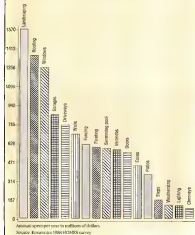
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WHAT WE SPEND—OUTSIDE



add space, but it provides two more valleys in the roof that could leak. A skylight will probably add to the value of your house, but it could leak if it is not properly installed, and it could increase heating bills. The sun could fade furniture below the skylight.

Another mistake, something White said he sees over and over again is when people remove load-bearing columns or beams, and the whole house sags. "You look at the routine and you can see it being pulled down."

All of these problems will be avoided if the homeowner hires qualified tradespeople.

Acting as a general contractor to coordinate all the tradespeople is not

as easy a task for the homeowner, warned Lorna Chilton of Lorette Enterprises in Vancouver.

"It's a very intricate thing. People don't know what to do and they just freak out," she said. "If they do their own contracting and they forget to get the plumber to put in a waterline for the fridge, and then the wall goes drywalled—it can cause a real mess."

If the homeowner hires a contractor or designer, it is important that they have a good working relationship. "Lay all your cards on the table, with whoever you are dealing with," advised Toronto kitchen designer Lee Wilson. "Explain what ideas you have, either for now or in the future. You must have

a game plan. That has been my philosophy for the 20 years I've been in business, and it works."

This is especially true if the homeowner is doing renovations in stages, as he can afford them, Wilson said. "You can do anything you want—you can keep building on the kitchen until it's two miles long," said Wilson. "But the designer must know what you have in mind, so in a few years the electrician doesn't have to come back and tear out the kitchen again."

She said homeowners also have to be honest about the money they have to spend on the project. A reputable designer or contractor won't spend every penny just because it is available, she said. "I think there are fewer fly-by-nighters out there than before. The National Kitchen & Bath Association has done a lot to improve the ethics and professionalism of designers."

Buying quality products is another way to avoid headaches. Consumers should start by shopping around to familiarize the masses with the many products available.

One way consumers will know they have quality windows is if they check that the glass has been certified. All windows and skylights should contain glass that has passed the certification program of the Insulating Glass Manufacturers Association of Canada. The association has minimum standards for all types of insulating glass, including low-e and argon-filled windows.

Although the experts agree improving the mechanical systems of a home won't increase resale value as much as improvements buyers can see, if the owner plans to live in the house for a few years, it is worth it. Heating bills will be lower, the house will be warmer, fires won't constantly blow and there will be plenty of hot water.

On the other hand, homeowners can go too far and overbuild the mechanical systems. Super efficiency is probably the worst renovation you can do if you are concerned about resale value, said Malby. An example of super efficiency is putting in steel I-beam girders for extra support when you don't really need them, or adding a solar heating system.

This supplement was prepared by Jim Able, a Toronto-based freelance writer who specializes in home building and real estate.

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THE HOTTEST GAME

For golfers and golf fans, this is the week. Like a relay, a tell that heralds the arrival of spring, the Masters tournament at the Augusta National Golf Club is the harbinger of a new season. Ben Crenshaw, the 1966 champion, calls Augusta "one of the most beautiful spots on the face of the earth." The tournament certainly is one of the top four on the international golf calendar. When millions of television viewers watch the 53rd winner don the club's green jacket in Butler Cabin, the pretty strokes of last season will be dim memories and the parts of 1986 all will be available. That is the tradition of the golfing spring, if not the demanding Masters. Yet spurred by the popularity of the four days in Georgia among the flowering azaleas and dogwood, the thoughts of golfers everywhere will turn again to their beloved foreways, even where snow still clings to the land.

This season, golfers also will be turning out in greater numbers than ever before, whether at the nine-hole Fox Lakes Course near the Halifax airport, where a round costs \$7, or the breathtaking 36-hole Katimiquia complex beneath Mt. Lorette in Alberta (below). Despite long waits and high fees, Canada is in the midst of the hottest golf sport in 30 years—since Arnold Palmer took the game by storm last President Dwight Eisenhower set up sleep at Augusta near Butler Cabin. Fueled by rising incomes and driven by a growing population, the number of golfers in

Canada is growing by more than 10 per cent a year. In 1988, there were an estimated 3.5 million players in Canada—the vast majority playing public courses—and they spent nearly \$1 billion on equipment, accessories and greens fees. That does not include the sums levied on golf vacations, private club dues, initiation fees, lot purchases and equity shares. A Maclean's census of golf officials across the country indicated that there are 1,797 golfing courses, more than double the 825 that existed in 1971. In the United States, the National Golf Foundation reported last fall that there are more than 20 million American golfers and that industry revenues are \$24 billion per year, including more than \$9 million on travel and lodging.

From the sand greens of the Balcan's 18-hole Anzio Lake course to the windwept me at Pippy Park in St. John's, Nfld., from Sugarloaf Mountain in Maine to the 34 courses of San Diego County, legions of North Americans—including an increased number of women—are demonstrating, as Jack Nicklaus said, Maclean's recent interview, that "golf is a game for all ages." Indeed, Nicklaus has travelled the golfing equivalent of *Planes*: fresh upstart, leading money winner, power player, champion with major tournament victories in each of the past four decades and, soon, successful businessman steering the rest of his tournament career (page 68). Mirroring Nicklaus's accomplishments—often sparked by them—professional stars with big swings



are rising from Queenscliff to Kyoto, and dollars are backing away from Kingston to Kabul. Bending into last weekend's 12th tournament of the season on the PGA Tour, 36 golfers already had earned more than \$100,000 in 1985, and fully 119 have won more than \$1 million to their credit. But in an interview with *Monica*, a *Crosby* said that the huge tournament purses have placed "too much emphasis on the touring professional players." He added: "We are just such a casual presence of golfers. We are not the game."

All but five per cent of golfers play on public courses and with most of the resources going to private developments, the average player is often not in the cold—or at least the dew of golfers, waiting for a strong time (page 86). In Detroit, N.S., 34-year-old insurance agent Michael McLoughlin said that since he joined the Hamilton's Point club near the Armed Forces base outside of Detroit, he and three friends take turns going out to the course at 4 a.m. on Saturdays to claim tree-elf money for the following week-end. Actual dues are \$385 a year, and he plays three times a week, enjoying a 20 handicap. He admits that his wife, Ann, "can't stand the golf season"—but he has made a deal: "I get up early with the two kids in the winter and do all that." Roger Sauter, manager of 116th's largest golf shop, says that the city is "in the middle of a golf quest" and also noted that "there are three times as many women players as there were three years ago."

In Winnipeg, about 300,000 rounds were played last year on city courses, and at the venerable St. Charles Country Club there is a five-year wait to play—and it costs \$15,000 simply to get on the waiting list. In Saskatoon, the three public courses in Saskatoon were so crowded last summer that golfers arrived on Thursday nights with sleeping bags in that they could sit at the front of the line when weekend tee times were assigned starting at 8 a.m. on Friday. At the 27-hole Haskill Park Golf Course, officials announced 100,000 rounds in Vancouver, David Gardner, executive director of the B.C. Golf Association, says that "it's very close to a year and a half to get a tee time, and membership costs are going out of sight."

Even the coach potatoes are getting in on the act, in addition to regular men's and women's pro golf telecasts such as last weekend's Dutch Slope classic from Kaohsiung

Golf, networks in Australia, Canada and the United States are broadcasting so-called swing games, in which four leading pros play for thousands of dollars on each hole. The second Cadillac Golf Classic at Glen Abbey in Oakville, Ont., with a \$1-million pot, will feature Arnold Palmer, Fuzzy Zoeller, Curtis Strange and Dave Barr. And next month, the inaugural Canadian Aerobics International at the Abbey will match teams of male and female pros from six countries. The Abbey itself is testimony to the commercial success of spectator golf, largely because of proceeds from the annual Canadian Open, the Royal Canadian Golf Association, which bought Glen Abbey for \$3 million

since it turned golfers into clubs. Before the Soviet retreat from Afghanistan, government guards escorted foreign diplomats to the Royal Golf and Country Club for rounds across a lake from the clubhouse.

The boom comes in waves in golfers of the world, reshaped as they are by poets and statisticians who have tried to lay the sport. Canada's Irving Layton wrote of golfers: "No theory of possession is complete which altogether ignores these." George Bernard Shaw dismissed the game as "a typical capitalist luxury," and Mark Twain remarked scornfully, "Golf is a good walk spoiled."

Apelle 14 embraced Alan Shepard diagnosed, choosing to hit a six iron during a stroll as the moon in 1971. He remembered disappointment, hitting golf (1) scores by setting up operations at Augusta where he'll under the tutelage of Robert Tyne (Dobby) Jones, who won 13 major titles as an amateur before retiring to his law practice and founding Augusta National in 1933. Through detailed instruction at the hands of Sam Snead, Richard Nease also managed to bring his career down to the 1940s—although Snead revealed that Nease once played a Watergate of a shot from "some really bad rough." Said Snead, "I know for there it is. What could I say? He was the president." In a recent issue of the weekly magazine *Golf*, World Ken Ryznar lived up at Cape Ararat Golf Club in Kenosha, Wis., and that President George Bush's last local round was 78 and that he is "usually good for an 80 or 82"—evidently without the aid of any local members. As for Canadian leaders, accounts of their golfing prowess are greatly underplayed. One of the few anecdotes to survive from so far before media men and lobbyists was a host. Canada's eighth prime minister, Robert Borden, who once started off a round with a familiar address: "Now, ladies, keep your damn-damn head down!"

That is appropriate advice for golfers today, especially at a time when architects and developers are razing up recent fables and building new courses as never before. In Nova Scotia, two new layouts opened in the past two years, another nine holes is under way and three one-hole courses are being expanded to 18. In Montreal, at least five courses are under construction and another 10 are being planned. In South Shore Longueuil, architect Graham Cooke is supervising construction of a 36-hole



An outing in Florida: "Three times as many women as there were"

in 1985, last year paid off the outstanding \$421,111 mortgage (page 82).

The move to golf is evident throughout the world. In the United States, a report by the *National Golf Foundation* last fall said that new courses are opening at the rate of 200 per year, but that 350 or 400 "will be needed to keep pace." The demand also has spread to widely scattered corners of the globe. Several courses currently are being planned in the Soviet Union, and the game grows on highways led by desiccated water at the desert links in the United Arab Emirates. In China, which closed its courses after the Communist takeover, there now are six golf clubs—and Premier Zhou Enlai, 64, has said that he is sleeping and eating better



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1989 Champion



Ken Ryznar
1989 Champion



Conducted by the
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course in the open style of a Scottish links. Built for the city and scheduled to open in the fall of next year, the development includes 900 building lots.

In Sudbush, the growing pressure for courses has prompted four different developments. Three new courses are being planned in the Winnipeg area. And in the golf-hungry Lower Mainland of British Columbia, 25 new courses are planned between now and 1991.

Nowhere is the course building in Canada as accelerated as in the Toronto area. Of the 35 courses scheduled to be completed this year across the country, roughly half are being built in southern Ontario. With waiting lists as long as 10 years and entrance fees as high as \$30,000 at established Toronto clubs, the gentle hills to the north and east are also seeing the stamp of bulldozers. This spring, Belgian-born architect René Mercier, who lives near London, Ont., is overseeing construction of four courses between Windsor and Toronto and has another six on the drawing board. "This is the biggest boom I've seen," he said. George (Dick) Frost, owner of the Spring Lakes Golf Club south of Toronto, added, "This is a development boom for golf facilities. Unfortunately, most of the courses are useless to attract members to pay the development costs. There are very few facilities being built for pure-enjoyment golfers."

Because of soaring land prices—up to \$25,000 an acre—a common marketing device is the sale of equity memberships, which raises new cash and which the owners can use. Last July the exclusive Sheraton Golf Course—designed by Atlanta-based Robert Cupp—opened 36 minutes north of Toronto. Lawyer Ilyse Leggett and partners had sold 220 shares at exorbitant prices of \$25,000 for the first 50, up to \$35,000 for the last 30. Annual dues are \$4,200. With all shares now sold, Leggett said that the memberships are worth \$40,000. To offset the \$3.5 million for the 294-acre property (\$14,400 an acre), the founding partners and a developer built a series of townhouses now selling for up to \$600,000.

Bill MacWilliam, one of two founding partners at nearby St. Andrew's in Scarborough, said that he began selling \$25,000 memberships last June. By the time the 450 plots were sold out in September, the price had risen to \$32,000, not counting annual dues of

\$2,100. MacWilliam, who recently sold his interest in a Toronto golf shop, is planning a second 18 course at Aurora with memberships starting at \$35,000.

One new course in the planning stages started next on a whim than on any grand financial design. Frustrated by having to wait for a game of golf at a public course in 1986, Chris Sharpe

lost membership—which included a case of Ryeve Chateau champagne—worth \$17,000. As the self-proclaimed aficionado of the successful board game Trivial Pursuit, Sharpe and friends could afford to play games and chase their dreams.

The pursuit of golf, whether at \$50,000 or \$3 a round, is an enduring obsession. Canadian essayist Arnold Haultain attempted to capture the lure in *The Mystery of Golf*, published in 1910. "Curiously enough," wrote Haultain, "its chief difficulty arises from its chief simplicity. In golf, you hit a stationary ball." But some more demanding than that, he added, golf "is not a simple with Ryeve; it is not a struggle with your mental life, it is a physiological, psychological, and moral fight with yourself."

On the pro tour, golf has become a metaphor for a conservative mindset. Says Terry Hansen, PGA Tour vice-president of communications:

"The corporations like the demographics—middle-aged, upper income—of golfers. And corporate America is conservative. The CEO-like fact that there are no drug or other problems in golf, that the players pay their own expenses, and that, unlike other professional sports, if they don't play, they don't get paid."

But for Creighton, the rewards are more personal and enduring: "Golf teaches us something every day, how to try to handle ourselves, how to better ourselves." It is a game based on the honor system, where players keep their own scores and count the penalties assessed to them by the rules. And, as McWilliam says, "in golf you get better every day. It's a very good learning experience." One hapless golfer learned that painful lesson while shooting triple digits in the Old Course at St. Andrews, the home of golf, in Scotland. As recorded by Toronto writer David MacDonald, the golfer's disgruntled caddy faced the man with an unblinking glare after the round and declared with the destructive tilt of the head: "You need to be 'accident-prone' as a caddy." Inevitably, beneficiaries of the golf boom are asking that same discovery.

ROBERT LAWSON with GLEN ALLISON in Atlanta, JOHN DALEY, ANN MACGREGOR and ARON BETTYNE in Toronto, REALISER ERIKMANIAN in Winnipeg, DAVID KESLER in Rogers, JOHN KOWSE in Calgary and DAVID WOLFF in Vancouver



Augusta National this week's Masters heralds a new golf spring

Course builder MacWilliam: soaring land prices



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THE GLOW OF THE BEAR

Jack Nicklaus has a new career—making more money

Dawn was breaking over the south-east Florida coast as Jack Nicklaus arrived home in his private jet from a golf tournament in Australia—a much closer of his own design near his North Palm Beach home. Nicklaus is preparing as he sits back in the wooden seat. Further along the verdant green rise of the exclusive Loxahatchee Club, members and guests step to meet the booming shots tearing high into the blue horizon—animate their imagination of the perfect golf shot. But Nicklaus, his longtime coach and mentor Jack Grant watching intently in the background, is not against him, he curses the demons that are causing a seemingly imperceptible deviation from classic form. "I just can't get rid of it," Nicklaus finally says in complete exasperation about the club.

These are days of acute frustration and deep reflection for the most successful player that professional golf has ever produced. When the long shadows of Sunday afternoon stretch the fairways of the pro golf circuit, the man who has won more money than any golfer in history—and more important tournaments—suddenly seems his entire life as the lucky bastard story. Indeed, he has a host of other middle-age preoccupations: children in school, the challenge of running a business that has had up and downs, decreasing insight and a chronic rear back. Worst of all, having turned 40 in January—a day when he could do no better than shoot his age in the wind on the first hole in the Loxahatchee—Nicklaus is confronting a classic dilemma for a professional athlete: he is deciding whether or not

to give up playing tournament golf on tour. This week in Augusta, Ga., could be a turning point. When the Masters tournament ends on April 9, Jack Nicklaus would ideally have to clean yet another green jacket as the victor. In his profession, winning the important tournaments is a proof of being the best—and throughout his life, Jack Nicklaus has spent countless hours. He admits that he does not have much of a chance to win the Masters that he has entered the autumn of his career on the PGA Tour. In a candid interview, Nicklaus acknowledges that he is passing through "the lastest time in any scientist's life" (page 56).

It is not that Jack Nicklaus has become a source of pity—in the contrary life is a multi-millionaire through his Florida-based Golden Bear International Inc., a reorganized empire of products and services from home video to snack courses. With his own distinctive golf looks completed or placed at 145 sizes around

the world, Nicklaus owns more than 100 million dollars in assets of \$1 million per project. One of his finest golf efforts is the Loxahatchee course, which he designed as the highlight of an exclusive resort developed by two Canadian real estate executives in Jupiter, Fla. (page 52).

In 28 years as a professional golfer, Nicklaus has achieved what some multi-millionaires have taken generations to accomplish—establishing a trusted brand name that is known around the world. In his personal life, Nicklaus happily married to his colorful second wife, Barbara, pursued a wide range of outside interests—especially fishing—and an delighting in the exploits of five accomplished children, aged 16 to 27.

It all began in Columbus, Ohio, where he was born on Jan. 21, 1940, and played his first game of golf when he was 10 (he shot 53 for nine holes). From the beginning, he had two mentors—his father, Charles, a kindly pharmacist who "let me use Puffs and let me make my own decisions," and veteran golf pro Grant who now lives near Nicklaus in Florida. But Nicklaus' chief asset was his own talent and his enthusiasm for practicing. As he told *Time* last March, "I was one of those kids who didn't come home at night until my own mother grabbed my eye and pulled me in." By the time Nicklaus was 15, his muscular digits already crumbling tree trunks, he had twice won both the Columbus and Ohio state junior titles.

Nicklaus turned down offers of golf scholarships and refused the School of Pharmacy at Ohio State in 1957. In his first year as a campus, he set the record for 37-year-old Barbara Bush and, after a three-year courtship, they were married in July, 1960.

In 1963, Ohio State forced Nicklaus to de-



Escaping a bunker; (left) with Barbara and children; tens of \$1 millions, close family ties

clined between civil and continuing to play in the pro golf tour. He chose golf. And that year he won the Masters, the Professional Golfers' Association Championship, three other tournaments and more than \$200,000. Still, in the early 1960s, he did not suspect that some day

he would win 72 tournaments—or that his total winnings would soar to more than \$2 million in 28 seasons. In the early 1960s, Nicklaus was largely an unknown figure—and such a figure couldn't actually record against the man in the purple hat they called "Pat Jack"—and so many as that when he beat Palmer to his first big victory during a playoff at the 1962 U.S. Open.

That by the start of the 1970s, Nicklaus had established his supremacy. During a 15-year stretch ending in 1973, he finished more than 100 times on the PGA money list (only once he was first) in 1973, when he was 33, he was his 14th major winner.

By the late 1970s, Nicklaus had established his supremacy. During a 15-year stretch ending in 1973, he finished more than 100 times on the PGA money list (only once he was first) in 1973, when he was 33, he was his 14th major winner.

NICKLAUS'S 20 BIG WINS

1959 U.S. Amateur	1966 Masters British Open	1972 PGA
1961 U.S. Amateur	1967 U.S. Open	1975 Masters PGA
1962 U.S. Open	1970 British Open	1978 British Open
1963 Masters PGA	1971 PGA	1980 PGA U.S. Open
1965 Masters	1972 Masters U.S. Open	1986 Masters

Source: PGA Tour Website

championship. This victory put him one ahead of the great Robert Tyne (Bobby Jones Jr., who died in 1971).

But Nicklaus did not rest on his laurels. He went on to win six more of golf's design titled "majors," including his dramatic victory at the Masters three years ago when he was a ripe old 46. Throughout his career, he has had the most challenges of most among his rivals. He told *Time* in 1971: "I would go through periods where I'd play well and then I'd get bored with it and stop playing well and, all of a sudden, I'd have to get myself back to work. We're all gone through that."

Another challenge that Nicklaus has shared with many of his fans is a series of major setbacks in his business career. In late 1983, Nicklaus revealed that the building of a state around his endangered St. Andrews course in Hingham-Norfolk, N.Y., was not keeping pace with sales. Faced with increasing his debt, Nicklaus approached the lender, Chemical Bank, and undertook to promote the construction project and to take a \$3-million loss, the bank took over the property, for a \$15-million loan and subsequently sold the project to another developer. Nicklaus' longtime friend Gordon Gray, chairman of Tucson-based Royal LePage Ltd., says that Nicklaus reacted to his setbacks calmly. "He is the prelate of golf."

Gray said. In the fall of 1985, Nicklaus decided that he had to reorganize his business portfolio. He parted company with his 20-year-old mistress and such diverse fields as oil and gas production, shrimp farming and satellite television. Nicklaus told *Time*: "I'm very happy with the type of business I am doing now. It's very sound, and the only person who can see it up to me." One of his trusted aides is an excellent money manager, Larry O'Brien, who serves as Nicklaus' chief financial officer. O'Brien is a former sports reporter and broadcaster in Montreal as well as the publisher for *Sen-*



Photo by [unreadable]

green Ch. Ed., used to pitch betting position for the once-legendary Brooklyn in the 1940s. Since 1972, he has been pitching the Nicklaus story and stoking the mythology. "Jack is firm but he is very dry," says O'Brien. "If you make a mistake, tell him. But never lie to him."

The Golden Bear network is wide and deep, in addition to a real estate partnership, there are five other divisions. Jack Nicklaus Marketing Services oversees the sale of endorsed products. Jack Nicklaus Publishing produces a series of instructional books, and Jack Nicklaus Productions markets Golf My Way, an instructional video that has sales second only to the worldwide best, *Jack Finley's Workout*. As well, Nicklaus owns a 20-per-cent interest in the golf equipment company, McGaughey Golf Co., after selling the minority position to Heilco-based Rater Group Ltd. in 1986. But the largest revenue source is Jack Nicklaus Golf Services, which has designed and supervised the opening of golf courses in 18 countries, including Glaslough in Oakville, Ont.—one of four Nicklaus courses used for PGA tournaments. Golden Bear is a private company and declines to reveal its total revenues. But the

revenues alone from sales of Nicklaus and Golden Bear products amount to \$400 million annually.

With Nicklaus's two oldest sons, Jack and Steven, now involved in the business, Golden Bear is clearly a living legacy for his family. And that passes Jack Nicklaus more than any other vision. "The hole," he said, "was far more important than anything else we've done." At the same time, Nicklaus says that he still feels the passion to test himself against the best out on the golf course, even though he no longer can use his longest shots laid after he hits them. "I turned pro in 1961," he said, "because I wanted to be the best. It wasn't

because of money. I wanted to play against the best, to be the best. I've always had the goal."

That determination has driven Nicklaus to seek relief from the increasing pain of a degenerative disc, eventually to powerful swing. And still, he rejected liver-back surgery and opted for a procedure known as back blocking. As for this week at the Masters, Nicklaus is confident. Although he was once that \$275,000 in two made-for-television matches since the back procedure, he has performed unevenly in the four official PGA tournaments he has entered so far this season. But he remains, as ever, optimistic. "Hopefully," said Nicklaus before leaving home from his practice, "I won't have back problems around the Masters time. I'm giving myself every chance to be in as good shape as I can." Getting into contention is what he has done all his adult life and this spring, Jack Nicklaus is giving it one last try as the shadows lengthen along the fairways of his career.



ROBERT LEWIS is *Japan*

with up the 18th fairway and don't have a chance to see a golf tournament and I haven't had that for a couple of years, really. It's the hardest time in my adult life.

Nicklaus: Is it a question of playing it a week or a month at a time and seeing how it goes?

Nicklaus: I've played quite a bit lately just for that reason. I've wanted to see how well my back has been, for one thing. I've always been able to delete my own schedule. But all of a sudden last year, something else dictated my schedule—my health. I didn't like something else dictating my schedule. So I decided that I'd better go to work and figure out if I could fix the back. I can be competitive, but, realistically, I don't think that Jack Nicklaus, at age 48, is going to go out and into the Masters.

Nicklaus: Would you have said that about Jack Nicklaus, 45?

Nicklaus: At 45, I think I still had a realistic chance, because I was still playing a lot of golf. But I've been such a success involved in my business.

Nicklaus: A lot of people who don't know golf and your career might assume that it comes easily to you.

Nicklaus: Well, I think it did probably come easily—but because I enjoyed it and worked at it. It wasn't any consciousness to work hard at it. I enjoy working hard at everything.

The host and Mastercater O'Brien: "never be in his"

tournament ball. Every sport plays with a standard ball. Golf is the only sport where guys walk out and they have their choice of 50 different balls to play with.

Nicklaus: What have you learned about life from golf?

Nicklaus: Golf is a very humbling game. You can get to the top of a lot of sports or a lot of things in life where nobody ever beats you. In golf, you get beat every day. A top golfer only outlasts 10 per cent of the time so he spends 90 per cent of the time being humbled.

Nicklaus: What are you most disappointed at in the next few years?

Nicklaus: The hardest thing for me looking ahead is making the decision about not playing golf or playing golf. It really bugs me because I really love to play golf. I really enjoy it. But I know I can't play the way I used to play. I know that I'm never going to be Jack Nicklaus of age 30 or 35. If Jack Nicklaus of age 48, almost age 50. The game has been good to me, and I want to give some of that back too. But I also have the obligation to my family and my business associates. It's terribly hard the day when I

TO PLAY OR NOT TO PLAY

At the age of 48, Jack Nicklaus knows that his days as a tournament player are drawing to a close. Preparing for this week's Masters tournament, which he has won six times—the last time in 1986—Nicklaus reflected on the state of the game and his own future in an interview with *Maclean's*.

Maclean's: What are the greatest of careers now in *Maclean's*?

Nicklaus: The conditioning of golf courses has advanced tremendously through the years. There is really no excuse to have badly conditioned golf courses anymore. Golf equipment has made the game for the average golfer a lot easier.

Maclean's: What changes are you most concerned about?

Nicklaus: Improvements as equipment are the biggest concern I have. For the average golfer, the change is fine. But it's become a problem for the pro tour: the golf courses have not gotten more difficult, while the golf ball goes farther, the woods are easier to hit and the greens are easier to putt. It has made the game more difficult. All of a sudden, it's harder to separate the golfers today than it was 10 or 15 years ago. It's harder to find the changes.

Maclean's: What should he do now?

Nicklaus: The whole thing probably could be solved with the golf ball if we just had a

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The 14th at Lonsdale/Ree: tall, grassy woods that define the limits of play

A GOLFER'S COURSE

The Canadians paid and Nicklaus designed

Not every member of a private golf club can sit on the veranda at the end of a round, sipping a martini and watching Jack Nicklaus and Greg Norman play up the 18th at Lonsdale/Ree. But the people who belong to the exclusive Lonsdale/Ree Club in Jupiter, Fla., where the two stars of professional golf also are members, have grown accustomed to the fact that life has to offer. From the professional caddies in uniforms at the first tee to the spacious confines of special body soap in the shower stalls, Lonsdale/Ree seemingly leaves no request unfulfilled—certainly not the demand for a challenging and pleasurable outing of golf. Course designer Nicklaus has described Lonsdale/Ree, 15 minutes from his home on Lake Worth in North Palm Beach, as perhaps "the best course" he has designed. Certainly it is the crowning jewel for Gordon Gray, the golf-loving chairman of Toronto-based Royal LePage Ltd., who, with business associate Bruce Magee, created the \$8.4-million layout with one priority:

Said Gray, "It is a golfer's golf course." Nicklaus's attention to every detail is evident at Lonsdale/Ree (the name, from the Seminole Indian phrase for "Turtle River," is pronounced LON-sdale-REE-ah). Sculpted on the far Florida plate five minutes inland from the Gulf Stream, the course adds 7,643 yards from the championship 18th around and along nine man-made lakes and among the myrtle, pine, oak and scrub palmetto trees. For all the sand bunkers and skilled greens, however, the most distinctive feature of the par-72 layout is



Berrwick 'Cottage' no worries about the bank balance

the privacy islands, some as high as 25 feet, which line the fairways and define the limits of play. Four different tee-off positions allow less accomplished golfers to move up the drives and play a four-hole course of only 5,387 yards. In 1985, the exclusive monthly Golf Digest picked Lonsdale/Ree as "the best new private course" of the year.

That was consolation of sorts to the 286 members of Lonsdale/Ree, which opened on Feb. 15, 1985. While founding members got a fee of \$92,908, plus the cost of a home, new members now must purchase a \$43,000 refundable bond and commit to buying a lot and building a house. Recently, one of the top lots sold for \$475,000 and a typical two-bedroom "cottage" costs upwards of \$450,000. As well, annual dues and extra charges amount to \$8,400 for 1989.

Lonsdale/Ree members tend not to have to keep track of their bank balances. Among the current members are Toronto tycoons Gray, Monty Black and Fredrick Eaton of the family department-store chain S&S, with Gray's leadership again still solid—54 members yet to buy property—Gray sketched the course over to the members last October as planned and now says that he will attempt to make the transfer "later this year."

Gray, Magee and Nicklaus run the club, in Gray's words, like a "business dictionary." But they are responsive to the needs of the members. When there were complaints that light standards erected on baseball fields in a nearby park were intrusive, the club bought back 10 acres of the land it had donated for the parkland the town of Jupiter agreed to erect the lights in another location not visible from the golf course. Nicklaus has the last word about the golf course. Said Gray, "Jack is all-powerful. We wouldn't think of doing anything to the course without his approval."

Gray, a major owner of Royal LePage and a 12-handicapper, is a longtime friend of Nicklaus, whom he met at Florida's East Time Village, where both owned homes. Under the stewardship of Gray, 61, and Magee, now 70 and living in England, LePage assembled the land for such large Toronto projects as the Eaton Center and those of the five downtown bank conglomerates.

Over the years, the Nicklaus and Gray families have travelled the world together. Gray, one of 12 Canadian members of the exclusive Rostropovich Salomon Club in New Brunswick, was Rostropovich's sponsor when he became one of the 12 U.S. members. After winning the 1980 U.S. Open, Nicklaus publicly thanked Gray—and a relaxing Rostropovich fishing trip—in the prime factor in making his victory possible. For Gray and Nicklaus, Lonsdale/Ree is yet another happy result of their golfing partnership. □



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PEOPLE PLAYERS

The celebrities confront trouble on and off the greens

POWER FAILURE

By her own account, superstar singer Anne Murray has a "beautiful swing" when she plays golf, but unfortunately only on the practice tee. The Springfield, N.S.-born singer, who says that she "steals somewhere around 100" after 20 years of playing golf, still recalls her most embarrassing fub. Playing in the celebrity pro-amateur of the Douch Shave classic on the Mount St. Helens course in Pasco, Wash., in 1976, she left her group to take refuge from the sun under some trees, and her team, unable to find her, continued without her. Murray admits: "I had to get up all by myself in front of about 5,000 people to tee off alone. I was so nervous, I hit the ball about four feet."



Murray: embarrassing fub

STANDING OUT IN A CROWD

On the golf course, heavy-metal singer Vince Neil stands out from the crowd. Shouting and golf wear, the 28-year-old singer says that he prefers to play in T-shirts, jeans and things with spikes. Neil, who leads the misbegotten rock group Mötley Crüe, adds that this week's trip is his game. "I never wear golf shoes because it seems to me it's harder when I wear the sneakers, although I also play with barefoot." For the singer, the greatest pleasure of golf is seeing someone in action. "The harder you hit the ball, the further it goes, I guess it is." Obviously, Neil has not compared notes with Anne Murray.

ONLY THE BEARS CAN PLAY

Nothing, not even a bear, can stand between Mel Hartig and his golf clubs. The Edmonton publisher and his four years ago he was playing on the 9th-5 third hole at the First Springs Golf course when he looked toward the green and saw a large black bear charging at him. Said Hartig: "I froze on the spot, but the thought that occurred 'Shit! I see a word or an owl! I see an owl, which one?' I selected a No. 4. The bear was now a wedge away, still charging." At the last moment, the bear detoured and, Hartig swears, passed him by less than five yards. Hartig, who was determined to continue playing, still blames the bear for ruining his score. Added Hartig: "I took a run on the hole and ended up with an 84."



Post, McLaughlin, Gower: learning to cope

A TELLING TALE

For OTC broadcaster Peter Gower, few people are more boring than golfers talking about their day on the links. "People just not kindly said they got to tell their own damn stories," said the host of OTC Radio's Morningstar. But Gower, who shoots in the 80s—over 16 holes—says that he discovered a way to talk about the game in domestic terms at a young age introduced to golf by his cantankerous grandfather, Gower said that he learned it was proper to stay after each swing. But former pro-Scudra Post, who last June played with singer Murray McLaughlin and Gower in one of the broadcaster's annual fundraising tournaments to fight diabetes, said that he was "dying" 560 Post recalled rising in eyebrow when he recalled how well he played as a teenager. Said Post: "It is funny how everybody thinks that way."

SAVING A SHOTMAKER

For U.S. Vice-President Dan Quayle, golf became a political liability when his name got mixed because as well-known as his school marks—both low. But the game has also saved the avid shotmaker—he has a severe handicap—Gower said. In the 1980 campaign, allegations surfaced that Quayle had propositioned lobbyist Paula Perkinson—who shared a cottage during a 1980 group golfing weekend in Palm Beach, Fla. His wife easily denied the rumor. Said Marilyn Quayle: "Anyone who knows Dan Quayle knows if there's a golf course around, that's all he's going to look at."



Quayle: a group golfing weekend



The Human Energy Behind Nuclear Energy

Helena Lindqvist is a physicist with the Tandem Accelerator Superconducting Cyclotron (TASCC) facility at the Chalk River Laboratories of Atomic Energy of Canada Limited (AECL). She is standing beside the "B-pi spectrometer". This analyzer 12 detectors is used to observe the energy created when two atomic nuclei fuse together. The spectrometer is jointly owned and operated by AECL and the Universities of Montreal and McMaster (funded by grants from the Natural Sciences and Engineering Research Council).

Nuclear Energy in Canada THE REWARDS OF RESEARCH

In 1933, Sir Ernest Rutherford – one of the world's great pioneering nuclear scientists – publicly stated that no one would ever produce useful amounts of power from the atomic nucleus.

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Basic Research

Rutherford was mistaken in his predictions. Yet, it was his own discoveries about the structure of the atom, some of them made while he was a professor at McGill University that helped create the nuclear industry of today.

"That's how it is with basic research", says Helena Lindqvist, physicist with the Chalk River Laboratories of Atomic Energy of Canada Limited. "Scientists can never take for granted what they will learn from their next experiment, let alone what the eventual applications might be."

The Search Goes On

Since the discovery of fission fifty years ago, a worldwide nuclear industry has developed, which has not forgotten its research origins. Basic researchers like Helena Lindqvist, with her colleagues at Chalk River and at Canadian universities, continue to study the nucleus and its properties.

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OPENLY CANADIAN

The third-oldest national title is now a big-time draw

When the first Canadian Open was played at Royal Montreal in 1904, it was only the third national golf championship in the world—played at the first established club in North America. The spectators, as L. V. Kinnear wrote in the 1973 *History of Golf in Canada*, arrived by horse and buggy, and crowd control was not an issue because "golf in those days was a sport for gentlemen." No bugs. When this year's 86th Open began on June 19, more than 1,000 volunteers will be on hand to marshal, feed and treat more than 100,000 spectators who are expected to attend the five-day event. The field is selected to include a strong contingent of top touring pros. And if the pro is a guy, when it is all over the Royal Canadian Golf Association will have netted about \$500,000.

The RCGA's extensive sponsorship is so profitable because someone else pays the bill as part of its annual \$1.8-million sponsorship of special events. Montreal-based Imperial Tobacco Ltd. puts up the \$1.2 million in tournament prize money—including \$216,000 for the winner—and spends another \$1.5 million on promotion and hospitality. That year because of new federal restrictions on cigarette companies, Imperial established de Munnich Ltd., a sponsor of the Open so that the brand name can be used on promotions.

Company officials say that they value the golf connection—its sponsorship of the \$500,000 de Munnich Classic in the pro women's circuit—because that helps to build confidence in a brand and sparks positive associations in smokers' minds with a specialized sponsor event. Said Imperial president Wil-



The 86th hole at Glen Abbey: a \$500,000 net for the RCGA and the issue of South African players

son Timmins: "If you stay rich long enough, the benefits are enormous because you are conveying a message to people that is much more memorable." Donald Brown, Imperial's vice-president of marketing, said that even less affluent smokers may favor the brand because of its link with a comfortable lifestyle and

because that "says something about you."

The players say that the Canadian Open, with a \$500,000 budget for a player's hospitality bugs and dinner once for the children, is a first-class event. This year, the scheduled field includes three-time winner Lee Trevino, two-time champion Curtis Strange, 1986 runner

Greg Norman and defending intruder Ken Green. Two other players are listed only as pondrats: Jack Nicklaus, the dropout of Glen Abbey because of his struggle with back problems; and David Frost, because Ottens has South African sympathies from competing professionally in Canada. Richard Emery, the RCGA's director of professional tournaments, said that he hopes Ottens will recognize that Frost now lives in Dallas and applied for U.S. citizenship three years ago. Said Emery: "I don't see how we can sit here in judgment on the whole world." Were it not for the fact that last year's Open profit was \$273,000—and that tournament golf has enabled the RCGA to pay all its mortgages on Glen Abbey—the probability of a modern age would be enough to make the governors of the Royal long for a return to the horse-and-buggy era. □

A PROUD HISTORY

- **11 Bidding:** 64. Toronto first Canadian to win a PGA Tour event. In 1966, won low score and won World Cup with George Knudson (age 74).
- **Recycled Boursness:** 41, Sherrington, Que.—LPGA rookie of the year in 1972, when she won \$28,000.
- **Gary Cousar:** 50, Kitchener, Ont.—only Canadian to win two U.S. Amateur titles; was low amateur in 1969 Canadian Open, 1984 Mexico.
- **Steve Leonard:** 74, Vancouver—won three PGA tournaments among 44 pro victories finished fourth in 1958 Blanton.
- **Mac Norman:** 58, Richmond, Ont.—won two Canadian amateurs in 1950s. 35 Canadian pro titles, net 33 career events.
- **Reade Frost:** 65, Oakville, Ont.—in 35 years as LPGA coach, won 1960 UGA, eight tournaments including three in 1970.
- **Marlene Stewart Street:** 65, Calgary, Alta.—won national amateur titles in Canada, Britain, Australia and United States.
- **Wick Westlock:** 71, Winnipeg—won four Canadian amateurs, 16 times low amateur at the Canadian Open, was invited to four Masters. □

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A Saturday's twilight starts across the practice putting green of another stop on the PGA Tour, dozens of golf fans—in vibrant patches and plaids—fix adoring stares on the spectators respectfully stroking putts. The stars occasionally glance up to respond to waves and autographs to photograph hats and progress. Over to one side of the green—a natural—Dave Barr, also rolling putt after putt. Unlike the others, Canada's top professional golfer will not have to raise the last green he will be featured practicing. Barr, in his 11th year on the Tour, simply hands his putter to his caddy and heads for his hotel.



Barr: "I don't think I'd want my kids to be professional golfers."

LIFE AS A 'GRINDER'

British Columbia's Dave Barr ranked 33 out of 125—and he sweated for every cent

The father of two may not be remembered by time and glory but he has won more tournament money playing golf—more than \$1.5 million—than any other Canadian. Since leaving the PGA Tour in 1970, the 40-year-old, the lastest, 1985, Barr has won two PGA tournaments, 12 Canadian titles and, with fellow Canadian Dan Wilkins, the 1985 World Cup. Last year, he finished 33rd in earnings in the Tour's field of 125 top golfers, winning a personal high of \$36,000.

Barr plays down his accomplishments. "I don't know how to do it and it's not, not given up and be persistent," he explains. "The pressure is there all the time. For a lot of people golf is a fun, insurance sport. For us pros, the only time it's fun is when we're playing well."

The game's left-right way—the better the play the greater the pressure—is not lost on Barr. In the final round of the 1988 U.S. Open, Barr lost one of golf's most prestigious titles by one stroke to Andy North. Barr has no regrets about his performance and says, "I've had what the press is all about—getting into the heat."

For Barr, and all the other players on the Tour getting "into the heat" is most often an elusive goal. Last year, despite averaging just

29.20 strokes per round on the par-72 courses in 37 PGA tournaments, Barr finished out of the money seven times and finished at the top 30 only seven times. He finished second three, third twice and tied for fourth in the Canadian Open. Said Barr: "Some weeks, it's sweating. You might feel that you've played your best golf of the year but finish 30th. You wonder, 'What do I have to do to beat these guys?'"

Barr's figure is out in the 1988 Quad Cities Open and the 1987 Georgia-Pacific Atlanta Golf Classic on the PGA Tour and in 12 tournaments in Canada. "When you do win, there's an experience like it," Barr said. "The audience is unbelievable, all the long hours of practice finally paying off. Just knowing that you've beaten some of the best players in the world

is a tremendous feeling."

The exhilaration of victory helps to assuage the pain of the long periods that touring golfers spend away from their families. Barr travels an average of 28 weeks a year. At home in Richmond, B.C., Lu Ann Barr has taken a year's leave from schoolteaching to be with her children, Ryan, 8 and Tanya, 6. On the road, Barr admits, the hotel room with "startle" sleeping to after a while. He calls home every day "before the kids go to bed, but you miss so many things, like little tramples at school and teeth falling out."

Barr's preceptors help ease the sting of separation. In 1976, his first year on the Tour, he earned slightly more than \$13,500. But since 1984, he has earned more than \$200,000 each year, topping \$200,000 in 1987 and collecting more than \$240,000 last year. Barr also receives fees as the touring professional for the Kananaskis Golf and Country Club, on the west northwest of Calgary, for using the 18-hole-made tri club and for wearing the clothes of the Scottish company Lyle & Scott. The total income figure is impressive, but as Barr points out, his expenses on the Tour are about \$30,000 in addition to his mortgage and other family costs. "By the end of the year," he says, "you are a lot of hard-earned money disappear."

Barr the self-described "grinder" also admits that despite the pressure and the sacrifices, life on the Tour "beats a 9-to-5 job."

"Each week, there is more than \$100,000 five-place money to be won. With the odds of 544 to 1, that's better than a lottery!" He says that he plays to play the odds for as long as he can. Barr cites PGA statistics showing that professional golfers peak between ages 35 and 45, then enter some sort of lull. Said Barr: "I'm right in that zone. I plan to continue on it and put away as much money as I can for that period between 41 and 50 when players seem lost and are just waiting to get on the Seniors Tour. Here it's still around in 35 years." Until then, Canada's best touring golfer will not be long squared at twilight and he'll be on his way back to the hotel to please his wife.

HAL QUINN in Vancouver

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PLAYING AT HOME

A revived Canadian tour will offer pros 12 events in 1989

Every Canadian playing as a professional dreams of succeeding on the U.S. professional golfers' associate tour. Like other athletes, though, golfers need money in the money. For those who do not hold their own tour playing cards—the Canadian tour—there is a revived Canadian Golf Tour. After about a decade in the doldrums, the tour was rebounded three years ago with new sponsors and better prizes.

This year, it will have 12 events with prize money totalling more than \$1 million and tournaments from British Columbia to Prince Edward Island. Sponsors, including du Maurier Ltd. (an associate company of Imperial Tobacco Ltd.), Kix Proquest and Canadian Airlines International Ltd., are backing the tour. Canada, too, with Transamerica Life Co., with Canadian headquarters in Toronto, is in the second year of a three-year contract to sponsor the \$125,000 CPGA Championship. The pro-



Beuchemin: the top prize can be \$20,000

essor of that tournament is Mark McCormack's Cleveland-based International Management Group, the largest sports marketing firm in the world. And the Ontario Golf is coming back after a 10-year hiatus, expected to be supported by Tiger Canada Inc.

The revitalization of the Canadian tour dates back to 1983, when a small group of pros formed a Tournament Players' Division (TPD) of the Canadian Professional Golfers' Association (CPGA). The TPD's executive director Robert Beuchemin and his board decided against having only one sponsor for the entire tour, as had been the case when Imperial Tobacco Ltd. backed the Peter Jackson Tour between 1971 and 1977. The efforts of Beuchemin and the TPD-based are paying dividends. Tennis Canada Inc., which started as a "patron," a sort of firm companion sponsoring the July 10-16 Montreal Open, Pepsi-Cola started as the "official soft drink" of the May 29-June 4 Victoria Open. Now Pepsi-Cola Canada Ltd. is a full

sponsor along with Puy Lons Gas Co. of Victoria.

The 1988 tournaments will be played over 72 holes, in contrast to previous years when some were over 54. 32-year-old will have prizes as much as \$100,000 each, with first-place prizes of about \$20,000. The flagship event is the \$125,000 CPGA championship at Calgary's Glenora Golf and Country Club from Aug. 14 to 20. It took the CPGA four months to negotiate the deal. Several clubs turned down the championship because members would not turn their course over for six weeks. But CPGA executive director David Colling says that there is no shortage of clubs willing to stage the 1989, 1991 and 1992 championships.

The improvement to the Canadian tour have stimulated international representation. Last year, about 85 of the 150 registered tour members were foreigners. So far, the American Golf Tour is the only foreigner who doesn't officially grant exemption to the Canadian circuit, the top five players on the Canadian tour can play in Australia without having to qualify for tournaments. Beuchemin is negotiating with the Asian, Japanese and European tours for similar arrangements. This season, there are five Canadians with U.S. PGA Tour cards: Davis Barr (age 64), Kent Ziehl (age 60), Weisner (age 56), Dan Halldewitz, 30, Ray Stewart, 25, from Vancouver and Montreal-born rookie Jack Key Jr., 24.

Canada's players on the PGA Tour, especially Barr, support the Canadian tour by playing selected events. "The Canadian tour," Barr said, "gives me a place to lay down my back to play. It is a proving ground." American Jim Beuge finished first on the 1987 Canadian tour money list and then was his first tournament on the PGA Tour last year, adding a credit to the touring schedule in Canada. Jack Nicklaus Jr. finished fourth on the 1988 Canadian tour and failed to make it into the top 25 but the fact that he tried indicated that the Canadian tour is now a going concern.

The future is not assured, though. The Canadian tour will face a fierce challenge in 1990 from the new Ben Hogan Tour, a 36-event U.S. circuit sponsored by the Ben Hogan Co., which sells golfing equipment, under the supervision of the PGA Tour. Says Colling: "How the Hogan tournaments are scheduled could be a factor for our tour. Some Canadian players may want to play there, and obviously many Americans will, too." Beuchemin says that he is not worried. "There are so many good golfers who need a place to play, who need experience on a recognized tour, even if their goal is to play on the PGA Tour, that we won't have any problem finding good players for our tournaments." That, in turn, will help Canadian pros. As Gar Hamelin, a former Canadian touring professional, says, "What the Canadian tour is really doing is training Canadian and U.S. players who want to try the PGA Tour." The better the competition gets, the better the chance that Canada's presence on the big tour will become.

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A GAME IN HIS MIND

Richard Zokol has fought a long battle to control his nerves

For Vancouver pro Richard Zokol, golf is more mental than physical. "We're not playing golf out here," he says, "we're playing mind games." But his self-described "hyper" temperament has gotten in the way since he arrived on the U.S. PGA Tour eight years ago. His desired goal was to play "gold-blooded golf," meaning the same to his fans and legends. Zokol, 38, has been successful, but he is not there yet. Zokol has grown an anchored tendency to keep his arms wrapped around his bag. He wears stress head-phones early in his career to shut out the world around him and the noises made him. He became known as Donk. But he abandoned the music set long after finishing fifth in the 1982 Greater Milwaukee Open. In recent years, Zokol has worked with University of Guelph sports psychologist Richard Loezotto trying to develop a method to help him stay "in rhythm," as Loezotto puts it.

It began each time that Zokol places his club behind the ball. He lifts his arms in front of him and the golf club shaft is perpendicular to the ground. Then he takes a couple of deep breaths. The club comes down behind the ball, usually deep breath or two later, and Zokol drives the club back. Nobody else has adopted such a routine.

Based on feelings that Loezotto took of Zokol's heart rate under various conditions, he learned that Zokol becomes excited whenever he is about to hit a golf shot. "His heart rate is high at that point," said Loezotto. But the routine that Loezotto and Zokol designed came down. "Donk," says Loezotto, "his heart rate drops off at which time he is trying to get as close as possible to his lowering. There, there is a time in his heart rate as he brings the club back, and at impact it's still rising. All the energy explodes at impact."

Anybody who knew Zokol when he was growing up in Vancouver would not be surprised at his efforts at self-control. For one thing, he ran with a bad crowd as a teenager. "I was skipping school," Zokol recalls, "and some of the guys got in trouble. School was the last place I wanted to go. We weren't doing anything that



Zokol at Glen Abbey: "I just couldn't settle down."

was as serious as if we got caught by the law or if he was in big trouble, but it was something to my family."

Zokol's father, Joseph, a dentist, forbade him to see his friends. He told him to come straight home from school. The only place I could go was the Merino Drive golf course across the street. I came from a very close family and I couldn't stand the pain I caused when it touched a nerve and so I decided to relieve from what I was doing."

From then on, golf came first. Zokol walked every weekend until he was 16 and played well enough to impress fellow Vancouver golfer Jim Neilson when they competed in the B.C. Am-

teur. Encouraged by Neilson, Zokol followed him to Brigham Young University in Provo, Utah. He left without graduating and qualified for the PGA Tour in 1984. He struggled in his early years but won \$136,431 for 36th place in the money list in 1987. That year, he was tied for the lead in the Canadian Open with Curtis Strange entering the last round at Glen Abbey. But he shot 75 against Strange's 69 and dropped into a tie for seventh place. "I just couldn't settle down," he said after the final round.

Last year, Zokol won \$172,000 for 43rd on the money list. Nearly half of that came in the Hawaiian Open early in the season, when he finished second to Larry Wadkins after leading by two shots heading into the final round. Remember when the entire last round, he shot 70, but could not do anything about Wadkins' winning 66. The rest of the season was less satisfying. "I wasn't consistent," Zokol says.

Still, Zokol has become calmer; if not yet on demand. He is more stable, perhaps because he has a family behind him now. His wife, Joanne, whom he married in 1986, gave birth to twin boys, Garrett and Connor, a year later. The family travels together on tour. Says Zokol: "I won't do it any other way unless I'm flat broke. I didn't get married to be over from my wife and kids."

Last year, in addition to his income through Zokol made about \$150,000 from various forms of corporate sponsorship such as golf outings for Imperial Tobacco Ltd., in which he plays with clients, and being the touring pro for the Whistler (B.C.) Golf Club on the PGA Tour. Last fall, he also earned \$20,000 for participating in a video on self-control in golf with Loezotto and two other PGA Tour players.

At his best, Zokol can be a master showman. "When I'm on court," Zokol says, "I play effectively. And I've got to be in control to be successful." But Zokol, even more than he must prove, golf is a mind game—and the mind, as philosophers, psychologists and golfers know, is not easy to understand.

LOONEY BERENSON

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HUNTING A GAME

At public courses, the daily fees range from \$2 to \$80

Canada has 1,797 golf courses, excluding par 3s, offering facilities that range from the elite and the ordinary. A sampling:

British Columbia, 106 courses: At world-renowned Capilano Golf and Country Club the admission fee is \$35.00, but membership rolls are closed until 1996. At Vancouver city courses, greens fees are \$14-\$50. One of the finest municipal courses in the nation last year was Frasermead, with 90,000 rounds. Rural areas boast 114 courses.

Alberta, 166 courses: The list includes Robert Trent Jones's two-challenge, 12-hole courses at Banff Lakes (greens fees: \$75, membership necessary). Calgary has six municipal courses (greens fees: \$15-\$18 depending on the day of the week) and the exclusive Calgary GC, where a corporate membership cost recently for \$50,000.

Saskatchewan, 218 courses: Regina and Saskatoon each boast three public courses, where players begin to line up in summer at 6 a.m. Greens fees range from \$10 to \$14 every day of the week. At Regina's private Rossmore Country Club, one of the biggest houses is a settlement of 1,000 Canada geese and their ponders for roasting.

Manitoba, 80 courses: There are five municipal layouts in Winnipeg (\$11 for 18 holes any day) and rural holes where a round costs as little as \$5. Some visitors are allowed at private courses, among them Rosemead CC in Winnipeg, which charges \$21 and is open to guests between 10 a.m. and 3 p.m. on weekdays only.

Ontario, 280 courses: Fully 350 of the courses are private, including Toronto Golf, the third-oldest club on the continent. Glen Abbey, scene of the Canadian Open in Ontario, charges visitors \$75 along the week, \$80 on weekends. At Toronto's five municipal courses, greens fees range from \$6-\$9 to \$12-\$40, but no-fee rounds are typical. Ontario offers one of the best selections: 90 courses within an hour's drive from the Parliament Buildings.

Quebec, 250 courses: Greens fees range from \$17 to \$34 at the (rilling) corporate links at the shadow of Mt. Orford in the Eastern Townships to \$40 at the luxury resort course of Massac Micheline near Quebec City. The oldest

club in the land is the members-only Royal Montreal, where initiation is \$10,000 and the membership is still largely unexplored.

New Brunswick, 36 courses: The vibrant Invictus are both on the Bay of Fundy: 27 holes at De Akropolis, the oldest in the region, at St. Andrews-by-the-Sea, and the nine-hole Capota at Fundy National Park. The Riverside Country Club in Saint John charges the highest annual membership dues—\$1,040.

Nova Scotia, 62 members: Halifax has no public courses, but all clubs welcome newcomers.

offering five scenic views—and \$15.00 to \$18 at Brasenose Provincial Park.

Newfoundland, nine courses: There are no initiation fees, and annual membership dues are modest: \$750 a year at the most expensive club, Rally Hills, in St. John's, and as low as \$125 at the Tannock Club in Lunenburg City. Greens fees are as low as \$7 at the nine-hole Pippy Park.

The best deals and biggest benefits, however, are to be found on the Canadian golf frontier of the territories. In the Yukon, the 18-hole Amer-



Individualize Golf Club: need for greens, nine holes and a rule about the reverse

Two popular courses are the Dugby Pass (greens fees: \$17 to \$20) and the Highlands Lakes in Cape Breton Highlands National Park (\$15). The highest membership fees are at Audubon, near Halifax: initiation is \$2,000 and dues are \$1,085 annually.

Prince Edward Island, 9 courses: Annual membership are as low as \$225 at the Bonito Resort Golf Club near Cavendish. Greens fees are as low as \$5 at the Forest Hills course, although they are \$15 to \$17 at the popular Green Gables course—

Lake course, built in the 1960s and located 50 kilometers off Whitehorse, has sand greens, native grasses and low creeping vegetation—and has never been mowed. With fees of \$2 a day it may be the world's cheapest course. Mountain View, in Whitehorse, boasts a two-story clubhouse and annual membership of \$200, with daily greens fees of \$15 for the full 18 holes (\$14 for men) in the Northwest Territories. The Yellowknife Golf Club is a nine-hole course built on sand instead of grass. It also has an unusual local rule: "No penalty assessed when ball cannot be played." Greens fees are \$5 a

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the program you need to treat your hair loss condition.

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After all, hair loss is a medical issue and only a doctor can advise you personally and confidentially. See your doctor.

Find out more

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- * Complete and mail this request form to receive a Hair Loss information package.

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NOTICE

Hair Loss is a medical issue.
Only a doctor can properly advise you.

BELLES ON THE BALL

In search of a better image, the LPGA sells golfers with style

Their men was drumming loudly on the media tent at the Pinecroft Mako Golf Club in Kona, Hawaii. Still, Colleen Walker—the five-ranked money-winner on the LPGA Ladies Professional Golf Association (LPGA) Tour—referred a series of "hot" moments. "In fact," she said, laughing on the telephone during an interview, "in fact," she added, "in my opinion, the best is Leahy."

Professional golfers like Walker, who won \$352,900 last year, get used to the kind of players that walked out both days of the previous play at February's Women's Kemper Open. But recently, the LPGA has had other much larger winners. At one time, there was only the PGA Tour and the LPGA Tour. Now, the rapidly expanding Senior PGA Tour, with its roster of stars including Arnold Palmer and Gary Player, has acquired more prize money and more television coverage than the LPGA. In the lady media tent, Walker turned serious and observed, "The loss of TV time has hurt us a lot. It's difficult for us to get money."

Indeed, the LPGA's entire history has been a battle for recognition. When the tour came into existence in 1950, the women often had to play public courses because private courses were for men only. Now, most golf has men, and the male golf pros have been attracting most of the attention.

Apert from Nancy Lopez, who has won 38 tournaments and more than \$2.6 billion in 11 seasons, few LPGA players have become celebrities. Partly because women do not hit the ball as far and play for less money than the men, the LPGA has sometimes tried to sell itself by promoting its best-looking players, if not necessarily its top athletes. Meanwhile, rumors of a backstabber of lesbianism among players have caused image problems for the tour.

But now, the LPGA may be in a better position to come out swinging for corporate dollars. Last summer, its commissioner, John Langbehn—presented as an indifferent administrator for the tour—resigned. The newly chosen commissioner, William Whit, 48, formerly the international marketing director for the liquor

gig, back-and-forth superstar Rebe Dufek was chosen because the tour's first big draw in the early 1990s Canada's most successful pro player, Sandra Post of Oakville, Ont., began her 16-year career in 1968 and stood 25th on the all-time money list with \$900,000. The LPGA expanded steadily throughout the 1960s but



● Hall of Fame member Lopez (above), U.S. Open winner Neumann (far left) posing for official publication with regulars Cindy Rarick and Deborah McHaffie. The lack of network TV exposure has meant that the stars remain unknown.

manufacturer The Heublein Group, took over with a confident sales pitch for the LPGA: "We're simply irresistible once you get to know us."

While the senior tour has expended to 41 events and nearly \$30 million in prize money in a mere nine years, the LPGA, launched in 1956, has made more measured progress toward its current schedule of 34 events with combined purses of nearly \$17 million. The Ryder Olympi-

came close to bankruptcy in 1973. With the hiring of its first commissioner, Ray Wilpe, in 1975, the women's tour veered away from the burrow—in the direction of Madison Avenue. During Wilpe's tenure, he appealed countless Association advertising guidelines the country's largest, even though he had never won an LPGA tournament. And plaudits Australian Jan Stephenson—who has won 50 tour events and more than \$2.1 million in 14 sea-

sons—agreed to pose in a bathtub full of golf balls for a controversial 1983 promotional calendar. Wilpe's tactics paid off at his seven years as commissioner, the number of annually televised tournaments shot up by 12 to a total of 34.

When Langbehn took over in 1982, he set the LPGA on a more conservative course. A strong opponent, he implemented one of the first retirement programs for a nonteam sport. But critics said that he lacked the marketing capability that was helping the senior PGA Tour, which this year will have 32 tournaments on U.S. television, use on major networks. In contrast, the LPGA has 13 televised events a year, only four of which will appear on the major networks. The lack of TV exposure has meant that players like 1988's leading money-winner, Sherri Turner (\$401,000) and the rookie of the year, Sweden's Lisbeth Neumann, winner of the U.S. Women's Open, remain virtually unknown.

But commissioner Rebe says that the situation will improve. One of his main strategies is to put special emphasis on selling the tour to women. At present, the organization estimates that to market is 60 per cent male. But women are taking up golf at unprecedented numbers

according to the National Golf Foundation in Jupiter, Fla., more than 40 per cent of all new U.S. golfers since 1987 have been female. One LPGA event, the all-female pro-am, is becoming increasingly popular with tournament sponsors and women executives. In March, the Hawaiian Charitable Trust held its third women-only

Montreal's Beaumont Golf Club—one of the tour's four recognized "majors"—and its New Canadian event—one of five tournaments worth \$600,000 this year. But women to have qualified the hardest among the players. Said Jan Stephenson, who was 10th on the money list with three top victories last year: "It is improved by the way he communicates with us on his being very energetic."

One question the LPGA has yet to resolve is whether it wants to focus on image based in good looks or achieve parity with the men's major circuit of America, to avoid advertising supplement, the LPGA plays it both ways: it includes a same-page spread of players posing in swimsuits in Hawaii and an article on how aggressive play is sweeping the women's tour. As for the LPGA's other image problem—the whisper campaign about lesbianism—Rebe maintains that it has been blown out of proportion by the predominantly male sports media. Said Rebe: "As a commissioner of society, we are no different than any other group." Now, as always, the challenge before the LPGA is to hit clear of the traps—both on and off the course.

FAMELA YOUNG

LEADING LADIES ON TOUR

	EVENTS	WIN	\$AMOUNT*
① Sherri Turner, 35, Sugar Land, Tex.	29	17	\$421,000
② Patty Sheehan, 38, Los Gatos, Ca.	34	12	\$313,900
③ Rose Jones, 26, Albuquerque, N.M.	27	13	\$268,500
④ Nancy Lopez, 32, Naples, Fla.	22	13	\$267,000
⑤ Colleen Walker, 33, Brandon, Fla.	29	15	\$252,900

Source: LPGA Player Data (1989 Season)

*Converted to American Dollars

proven day as part of its Standard Register Turquoise Classic tournament in Phoenix. This year, roughly half of the 104 winners who attended were Caucasian—the rest, mostly black and Asian—and there was a waiting list of women to play.

While the LPGA Tour still has gaps in its 1989 schedule, three seasons for common optimism about its future. Just as the Major Classic at

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GREAT SHOTS AND LOVELY VISTAS



The Royal and Ancient Club at St. Andrews, the 'home of golf'

The joy of golf is playing the game in beautiful surroundings, whether beneath towering mountains, beside wind-swept surf or amid lush greenery. The quest is an ancient one—as documented in several attempts by rulers to ban the sport. In 1366, Brussels prohibited the playing of a Dutch game called *colf* within the city walls. The Articles of Parliament for March 6, 1457, record that King James II decreed that "go[lf] be 'nocht air' until Scotsmen could improve their archery, in the event that the English attacked. Few citizens heeded the ban. In the mid-1500s, Mary, Queen of Scots played the links at St. Andrews where the Royal and Ancient was founded in 1754, setting rules for the game that still exist—including the use of 18 holes. Scotsmen brought the game with them to North America, founding the first club in 1873 at Fletcher's Field in Montreal, later called Royal Montreal. In 1888, the first U.S. club, St. Andrews, began at Yonkers, N.Y. To this day, at courses around the world, the quest for the best shot lives on.



● Greg Norman (top left) swinging over Ailsa Craig at the 475-yard par 4 at Turnberry in Scotland during 1986 British Open (clockwise) a birdie-putt finish at the elevated 18th green of the 455-yard par 5 at The National in Woodbridge, Ont.; in the Rockies, here is the 425-yard par 4 below the hotel at Banff Springs, Alta.; the treacherous 140-yard 7th at Pebble Beach, Calif.; the historic 12th at Augusta National, a demanding 185-yard par 3 at the elbow of Aaron Cuatrecasas

SUNSET SUCCESSES

Familiar stars on the 'Mature Tour' are bringing out the fans

The decades by the Transamerica Corp. was unsuccessful. Injured players were cut out and prize golf gave way to the 1985-1986 season. San Francisco insurance and finance empire ended its 13-year sponsorship of a major professional men's tennis tournament—and bought itself a tournament on professional golf's booming Senior PGA Tour, which now lists Arnold Palmer and Gary Player on the scoreboard of golfing greats over the qualifying age of 50.

Transamerica executives say that they made their move largely because statistics reveal that golf has overtaken tennis in popularity in North America's population base ages. To Richard Olsen, Transamerica's vice president of corporate relations, the senior circuit clearly was the most desirable golf sponsorship. Said Olsen: "On the regular PGA Tour, you don't have many people with the reputation of a Palmer or a Player." He added, "The stars of the senior tour are the real heroes of golf."

The evidence that many sponsors and fans share Olsen's enthusiasm for the so-called Mature Tour is overwhelming. The Senior PGA, which came into existence in 1986 with two events and \$300,000 in prize money, is now a 43-tournament success story with purses totalling almost \$10 million. Five golfers are being paid to sit in a low-rented club in the city of Phoenix, AZ, or to watch 53-year-old Chi Chi Rodriguez shake his putter in his belt like a sword after being a little putter. Television coverage will include 22 of the tour's 1989 events.

Within the year, the senior tour could attract even greater attention when Lee Trevino—the only golfer to win the U.S. Open and Canadian Open in the same year—and Jack Nicklaus are eligible to become rookies. They will join Player, who has earned more than \$1.3 million since

youngest tour in 1988. Said the 53-year-old South African: "This tour is going to be as big as the regular PGA tour."

Just over a decade ago, such a prediction would have been almost unthinkable. The senior tour had its origins in an unofficial team event called The Legends of Golf, which was first held in 1978. Two years later, Sam Snead

"I find this tour much more enjoyable than I ever found the regular tour," he told Maclean's. "There's far more camaraderie."

Nicklaus, the end of World War II, the senior tour is starting to lose some of its charter members. Said in 1977 and did not complete a tournament in 1988. For his part, Palmer, who had his first tournament victory as



Rodriguez (left), Palmer; Player, arranging a club in more lucrative than ever before

and other veterans joined the PGA to create an expanded program for older players. Today, the top senior players are feeling that putting a club is more lucrative than ever before. Indeed, in 1988, leading money-winner Bob Charles, 53, earned \$460,000—only about \$7,000 less than he made in a 23-year PGA career that ended in 1985.

In many ways, the senior tour is the kinder, gentler professional golf tour. Player, a lifelong fitness advocate who gets up at 5:30 a.m. to do an hour of exercise five days a week, concurs.

Three years in 1983, he said that he will leave the senior tour when he is no longer playing competitive golf. He told Maclean's: "People are going to follow senior golf as long as the quality is high and the competition is better somewhere, you have to pull the curtain and say, 'I'm ready to leave.'"

But Trevino and Nicklaus are expected to last his schedule to a few major tournaments and continue to play some regular PGA tournaments. Trevino has said that he will play frequently on the senior tour. Meanwhile, the players who are already serving the golfers of tomorrow of their careers are getting up for the arrival of the upstarts, Trevino and Nicklaus. The winningest Rodriguez, who has won nine senior tournaments in the past two years, has said that if he wins the Golden Bear or Senior Open, he is looking for a reality check, he should give his a call.

PAMELA YOUNG

SCHOLAR OF GOLF

'You have two main opponents: yourself and the natural elements'

Ben Crenshaw has been one of golf's most popular players at least from the time he turned professional in 1972. Since then he has won 14 tournaments, including the Masters, earning more than \$14 million in prize money and a reputation as one of the most knowledgeable students of golf's history and lore. In a recent interview with Maclean's, Crenshaw, 39, discussed his career, his love of the game, and the problems of the game.

Maclean's: It is difficult for amateurs to relate to you and your peers, making yourself so much more accessible than you are in your own mind.

Crenshaw: In fact, the courses we play and the new courses now being built are part of the problem. There is too much emphasis on power, on high soft shots that give it. The game is now played in the air, and that makes the new courses inaccessible to the average player. You only have to go to any of the great old courses in the United States or Scotland to see that the game is also supposed to be played on the ground. The course use of water in course design, especially around the greens, is largely to make the rilling approach shot is taken away from the average player. Designers of the old courses took the natural land available and made courses that every player could enjoy, not just the pros.

Maclean's: And aren't the new courses expensive to maintain?

Crenshaw: Yes. Any of the new, modern courses require millions of gallons of water to maintain. That can't continue. What watering the great old courses in Scotland and the first courses in Australia, even in the United States, is through rainfall. Conserving water is one of the keys to the future, and courses have to be designed with that in mind.

Maclean's: How do you describe the game? Crenshaw: Sometimes, as an exercise in fantasy. So many things can go wrong, for a handful of reasons. The game is so simple. I've learned since told me that golf is about saving shots. You go out and try to save one shot a day. During a tournament, that's four shots.



Crenshaw at 1988 Masters: a student of golf's history and lore

Maclean's: Why do people become hooked on golf?

Crenshaw: There is no greater mental exercise. You have two main opponents: you play against yourself but you play against the natural elements too. Maclean's: What is it that has made you immerse throughout the world as one of the game's best ever players? Crenshaw: I really don't know. But I do think

that the pace of the putt is the key. Everyone can read a putt, to a certain degree. But if the pace is wrong, then it doesn't matter how well you read it. I simply concentrate on how fast I want the ball to roll.

Maclean's: What is the feeling when you are in that perfect club?

Crenshaw: That is one of the attractions of golf. Everybody who has ever played the game usually has one shot a day that they like. They say, "God, that's what a really fine shot feels like." That's what keeps them coming back. My feeling about a certain shot that I play is really no different than anybody else feels. Maclean's: You just have a lot more of them.

Crenshaw: That's because we play so much more. But the feeling and the emotion is the same. It's that feeling of elation, making a stationary object go and do what you want it to do. One emotion won't be much different than anybody else playing. We're just playing on a different level.

Maclean's: Is golf accessible enough to the average person?

Crenshaw: No. Right now, the emphasis is on private golf courses, and I think that public facilities really ought to be promoted and upgraded much, much more. Take St. Andrews in Scotland, a public golf course. It can happen. I can understand North America can get some nice tracks of land and have somebody come in and really do a fine golf course. And the need for it.

Maclean's: Do you agree that golf shouldn't be a spectator game?

Crenshaw: That's right. I'm not against that in a huge way, but people should discover golf when they walk.

Maclean's: Do you play so much better when you walk than you play when you walk?

Crenshaw: Absolutely. I'm not kidding you. You have more time to think about it. Maclean's: You may start a whole revolution with that line. Crenshaw: I'm telling you, you play better when you walk. You really do.

FINANCIAL SENIORITY

	EVENTS ENTERED	TOP 16	GARIBAY SENIOR TOUR	PGA TOUR
1 Bob Charles 43 Christchurch, N.Z.	20	22	\$60,000	\$41,000
2 Gary Player 41 Naples, Fla.	20	18	\$10,000	\$20,000
3 Don Metz 51 Brooklyn, Wis.	27	18	\$66,000	\$40,000
4 Don Metz 51 Sydney, Sp.	31	18	\$50,000	\$40,000
5 Harrell Hendrix 58 West Hills, Calif.	31	20	\$50,000	\$40,000

Source: Senior PGA Tour ©1988 Seniors

*Rounded to Canadian dollars

HE HAD A DREAM

Before Knudson turned pro, he sat and studied Ben Hogan

Golf writer Lamar Robinson was a longtime friend of George Knudson and a co-author on the golfer's 1968 book, The Nature of Golf Swing, which appeared eight months before Knudson's death from lung cancer. Robinson's personal assessment of Knudson's legacy in golf

The late George Knudson, Canada's best golfer ever, turned pro in 1958 when golf was an adventure—an college golf scholasticism, no sponsors, no sports psychologists. He was 22 and was working as an assistant professional at a Toronto course. He dreamed of making it at the game's highest levels, and he succeeded, winning eight PGA Tour events before leaving in the mid-1970s to teach golf.

It was in 1956, shortly after leaving high school, that Knudson hitched a ride to Los Angeles to see Ben Hogan, the master swinger who was his model. Hogan was not playing, but



Knudson in 1960: 'The life I wanted'

Knudson stayed on the tour, caddying for Canadian stars Lewent and Al Belling. He set up a golf lag on the practice range at tournaments and watched players, approximating himself to the ideal. "I saw how hard players worked," Knudson would say years later. "I found out what it was like to live in frugal hotels, eat at dingy restaurants. I wanted it."

Knudson got it. After taking up a position at Toronto's Gladale Golf and Country Club in 1954, Knudson met his English wife, Shirley, who was working there while visiting Canada. The two soon headed south, where Knudson won his first U.S. tournament, the 1961 Carolan Open. By the time he left, he had mastered the swing. Hogan said that Knudson had the best swing of his generation. Knudson wasn't the best golfer in the world. He cared about the swing and he wanted to instruct others.

Knudson approached teaching the way he approached everything. He did it his way. Golfers had been told for centuries to keep their heads down. Knudson showed that the head had to move during the golf swing. He worked for a decade to find the right words to communicate his theories well. In June 1983, he put his book, *The Natural Golf Swing*, that year's awards, Knudson suffered chest pains, and was diagnosed as having lung cancer. But he managed to finish the book before his death on Jan. 24, 1989. "If my time is up, it's up," he told me at Toronto's Princess Margaret Hospital. "The lived the life I wanted."

A number of proposals for George Knudson memorial tournaments have been put forward to Shirley and Knudson's sons, Kevin, Paul and Dean. The money raised will go to cancer research at Princess Margaret Hospital. Knudson began the hospital's fund-raising campaign even when he was seriously ill.

Peter Gosselin, host of CBC Radio's *Morningside*, will host one of his annual tournaments on June 14 at The Broom in Jackson's Point, Ont., in support of the national literacy program of Frontenac College in Toronto. Knudson played the event last June and, as always, played himself. Gosselin will present a trophy at the year's tournament in George Knudson's honor. Says Gosselin: "The trophy will go to the golfer who has the most fun."

At the golf season begins, Canadian golfers might take a swing in honor of this country's best golfer, a man who never let his youthful enthusiasm for knocking a ball around on open fields and who showed that it could be done with class and understanding. □

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cost-shipping, among its toughest regulations, including the safety and cleanup terms of the agreement.

As for the cleanup on Prince William Sound, it was clear by week's end that the spill would pose a threat for several years. Scattered by the severed gulfs of the partially submerged Olympic Mountains, and dotted with islands, the water in the sound is usually protected from sustained currents and waves that would help to break up the oil. Instead, it is likely to remain clumped around the jagged coastline in the form of what scientists call a "monocle"—a brittle layer of oil and water.

The situation is already grim. Roy Corral, a freelance photographer who managed to slip aboard one of the cleanup vessels without authorization, reported, "It's incredible. The oil is in every rock and crevice of those islands. It has splashed 50 feet up the rocks. The sea otters are covered with oil and they're about ready to die. I saw ducks and flocks of dead birds—murrelets, ducks, cormorants, kites—and the seals all covered in oil."

Appetizing the blame will take years, and the process will almost certainly be acrimonious. Many critics have already alleged that Exxon was slow to react to the spill. But New York City-based company chairman Lawrence G. Bowd declared, "I don't want to point fingers, but the fact is we're getting a bad rap on that delay." Bowd said that the company was ready to act the day after the accident, but it could not get the necessary authority to begin using such agents as the local department of public safety. Two days later Bowd's remarks were immediately challenged by Alaska Lt. Gov. Stephen McNamee. "It's the opinion of the Exxon chairman that this disaster is in any way, shape or form Alaska's fault, I would

suggest it's Exxon's tanker that ran up on the rocks."

Evidence suggests, however, that the individual primarily responsible for the disaster is Huskywood. Although he had not commented publicly, Exxon officials confirmed that he was not on the bridge when the supertanker began its fatal run toward Bligh Reef. He had turned over the ship to third mate Gregory Casaux, 38, who was not certified to direct the vessel in Prince William Sound. Presumably why that occurred remained unclear, but both the temporary pilot who guided the tanker out of the harbor and the Coast Guard's nearest officer who boarded the vessel after it ran aground have told investigators for the National Transportation

Safety Board that they smelled alcohol on the captain's breath.

The Coast Guard's decision to proceed against Huskywood, who lives in Huntington, N.Y., was partly based on an analysis and blood tests taken nine hours after the accident, which showed an alcohol content in his blood of 0.082 per cent, 50 per cent above the legal limit. In addition, motor vehicle records showed that Huskywood has a long history of driving problems. He was arrested twice for driving in New York state from 1964 to 1986. He was also banned from driving in New Hampshire for another impaired-driving conviction six months ago.

When the Coast Guard started proceedings against the tanker captain last week, Exxon officials reacted swiftly. The Houston-based Exxon Shipping Co. immediately fired Huskywood. Declared Exxon Shipping Co. president Frank Brown, "We are extremely disappointed and outraged that an officer in such a critical position would have jeopardized his duty, crew and the environment through such actions." But Brown's disappointment—and public outrage over the spill—seemed certain to increase as the tragic consequences of the Exxon Valdez disaster continue to unfold.

HARRY CAME with
PAUL QUINN as *Hobbes* and
WILLIAM LUTHER as
Washburne

A VULNERABLE ENERGY SUPPLY

Deposits of Prudhoe Bay crude were rising slowly again last week, five days after the worst tanker spill in American history had slashed the flow of Alaskan oil. But the deeper shocks of the frontier disaster continued to reverberate through the U.S. oil industry. The 240,000-barrel run of Prince William Sound fueled by the North Slope crude served as a chilling reminder of America's increasing reliance on foreign oil. Domestic oil supplies have been declining because the depressed prices of the early 1980s have discouraged exploration by U.S. oil companies. At the same time, American consumers have been pushing gasoline prices as high as the gas-pump line-ups of the 1970s, after the Organization of Arab Petroleum Exporting Countries cut oil supplies, had never happened.

Foreign suppliers have taken up the slack. Overseas oil accounted for a daily average of 37 per cent of U.S. consumption during 1988, compared with 28 per cent



Slick fuels the Alaskan shoreline, dying seals and otters

five years ago (the peak was 36.5 per cent in 1977). And unexpected would be pouring into the United States of an even better rate of production from Prudhoe Bay, which supplies about 12 per cent of U.S. oil needs, had remained shut down following the Exxon Valdez accident. Said Richard Clark, an oil analyst with Merrill Lynch Canada Inc., "The possibility of Alaskan production getting to a half-flow here just how vulnerable America's energy supply really is."

One way for Washington to counter the trend is to lower oil prices and stimulate more exploration. Last month, a U.S. Senate committee approved a bill that would allow oil and gas drilling in the Arctic National Wildlife Refuge, one of the largest remaining wilderness areas in the country. But analysts now say that the

great Alaskan spill—and Exxon Corp.'s first handling of the disaster—will provide strong motivation for environmentalists fighting to save the Arctic from further exploitation. And it could even help environmentalists who are trying to clamp down on oil and gas development in Canada's Mackenzie Delta area. Said Peter Ibbett, an energy policy analyst at the Washington-based petroleum consulting firm "This means development of the refuge remains will be pushed farther down the road—if at all."

Even if additional Alaskan reserves are discovered, analysts say that a decline in U.S. oil production likely cannot be stopped, just slowed. Facing the prospect of even greater foreign reliance over its energy supply, Washington's only real option is to search for alternatives to crude oil—or to find a way to make Americans stop dipping on the gas.

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STRONGER FOR OUR EXPERIENCE

BOOKS

Between the covers

A newsman chronicles his romance with books

WORDSTUCK

By Robert MacNeil
(Penguin, 230 pages, \$24.95)

Among the many expatriate Canadians who have succeeded in careers in American media and show business, the name of MacNeil is rarely heard. Growing up in poorer

parents, they rarely waste time pursuing for the homeland. Robert MacNeil, the respected television journalist who cohosts *The MacNeil/Lehrer Newshour* for the Public Broadcasting System in the United States, is an exception: his shining passion for the English language first felled a successful 1966 television career. *The Story of English*, and now it has yielded, at a seminar, *Windward*, which traces the roots of that obsession to his childhood in Halifax. A thoughtful, charming chronicle of a lifelong romance with words, it opens with MacNeil's mother reading to him from Robert Louis Stevenson's *A Child's Garden of Verses* during the Depression. The book ends with MacNeil as a young, literary-minded journalist establishing his reputation as poet laureate in London.

For ambitious Canadians of MacNeil's generation—perhaps the last to look to Britain rather than to the United States for cultural leadership—it seemed inevitable from childhood that they would one day leave their native country behind. Their colonial outlook on the world, permeated with the flavors of marmalade, tea and tobacco, made English mentors seem more real than native friends. "Somehow," writes MacNeil, "the idea was planted in me that the English language had a spiritual legitimacy that our Canadian landscape did not, because it knew always the English landscape we read about." For ecology of character he looked to Stevenson's *Adventures of Huckleberry Finn*, for strong sentiment to Charles Dickens's *David Copperfield*. He held affection to G. A. Hardy novels, and for the romance of nature to John Muir's *Salt*

Water Birds. The author writes that when he finally got to England, where he worked as a broadcaster for 16 years before moving to the United States, he had difficulty shaking off the impression that he was living "in scenery designed by Mills or Thackeray, *Stalder* or *Lickner*" rather than the real world. But for all the glamour and success afforded



MacNeil: abiding passion from a Nova Scotia childhood

him by leaving Canada, MacNeil says that he now has regrets about the decision. As early as the age of 10, he had helped pay his tuition at Dalhousie University by appearing on CBC radio dramas, he wrote several plays. But somewhere on the climb up the ladder of journalism he abandoned his dream of becoming a dramatist. "Then, I suspect that if I had not cut myself off from my cultural roots, the creative writing might have gone better," writes MacNeil.

A book about one man's love of literature might sound dull, but MacNeil is no pedant. As a child, he enjoyed combing beaches and exploring the ships commanded by his father, a naval officer, as much as reading. As an adult,

he still follows the pioneer principle, reading only what appeals to him. As a TV broadcaster, he retains the amateur proportion of reading—few weight, some, staples and leftovers. "To 'nose and wring the ear,'" MacNeil writes, quoting the British great and poet Gerard Manley Hopkins, "a habit of listening to words has to be cultivated and it is best cultivated young."

In his own prose, MacNeil employs the straightforward, soothing style of the broadcaster effectively, rising to more poetic heights in his evocation of a happy childhood. He is most touching when he describes his parents, descendants of privileged families who were then largely blinded by the Depression and who endured with grace and courage. Books were one of the few luxuries they could afford, and they communicated their enthusiasm for reading to their son.

MacNeil is aware of the potential for everything from mass culture to conspiracy-quest, to debate the language, but he argues persuasively that it is not in any real danger. What has made English in his opinion, the greatest language on earth is its ability to accommodate new words and ideas, from "interface" to "big red" to a special "wrote." The greatest of English is that it has always been on the tongue of the common people, literary or not. "What is long lost, he fears, is the sense of pure enjoyment of words which is every man's birthright. To discover that pleasure, MacNeil assures the reader, is to open up a whole world of riches."

GILLIAN MACKEY

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(1) Fiction best seller

Compiled by Susan McGowan



The dangerous New Puritans

BY ALLAN FOTHERINGHAM

There was this pitiful scene the other morning. It was the chilly end of March, and the men in a taxi sports jacket shivered as they stood in the parking lot outside the large Toronto office building on Bay Street. Inside, there was a spacious mall and an aircon that crackled up every fifteen seconds. But a new sign suggested it was now that most pristine of scenes, a smoke-free zone, and the hallway-looking area—driven from his office by the rigorousness and now from the mall—had to stand in the cold to inhale as his disgruntled son, a rednecking boy.

Sometimes reality should do something about this endangered species who have become the victims of today's bullies. Today's bullies are the New Puritans, rigorous crusaders who would see everyone with their evil intentions. They have found a convincing group to slap and they are doing it with a right smile of glo. It is not pleasant to watch. Someone must come to the defence of the children of modern.

Your blabbing agent does not partake in the fifty-fifty talk, never has, never will. This is not the stating of a concert (the world kind), not the quiet declaration of someone who has given up the word. It is merely a declaration from a well-known champion of the downtrodden, the poked-up wrinkles of society, the dogs of bureaucracy. In such company has been placed the unhappy dog in the parking lot.

Go in any restaurant and before waiter Ralph gives you a 15-minute recitation of the specials, you are asked if you require a smoking or non-smoking table. This is always great when you have no idea of the habits of the stranger you have arranged to meet. The places are smoky smoke-free. Hotels now ask if you'd like a non-smoking floor. What do you do when an aisle drops by for a visit with a son who happens to have a minor squabble on his own who smokes? Ask her to go out in the parking lot? Toronto city council, in what that is discussed, has just banned both drivers and passengers from smoking in taxis. (Well, lives.

Everyone goes to hell by way of individual choice, and if smokers want to kill themselves, it doesn't worry me. What does worry in the



pages would still be dropping their sweat on you at every red light because of their need to punish you for going out to a disgusting lunch that might include 43 things that are either banned, polluted, highland or rejected with cynicism.

The New Puritans, blind in their certainty because they know their beliefs are just, have found someone to punish—just as Carry Nation and the pre-forded pillars of the church wanted out their laws of justice to the logs at the bar. For New Puritans, their temple is the body—purified in the great personal on the sidewalk at lunch hour, cleansed of everything but organically raised broccoli. They have become the new heretics, if you must know it.

I feel sorry for any persecuted minority. As one newspaper I know, the disengaged smoking room at the back—rather like a ward where you coughs loyals—has opened at least two smokers between addicts who have communicated last through their others through their life. It is either like what springs up among people in a hospital after two weeks of use.

The point is that you've got these pitiful addicts in the room. Through I've not to ever see one supply but own arbitrary like visual light as had in the greatest need, we've taught these a few manners—not in the classroom but in the classroom. I'm not in any way what I'm not in any way between two consulting addicts in bed, but do we have to look these when they're down? They ought to be kept, not being by the toilet. Enough They do serve only as much.

This advice won't do much good, we realize, against the pervasiveness of the business animal. There is no essential need to feel superior, to credit to being in the new bed, the weave of the moment, the secret to one-upmanship. The more is controlled by the aesthetic icon, Jane Fonda, the girl, Arnold Schwarzenegger—the Misses who will lead the flock into the land of peace and oblivion.

I just don't like their arrogance. I don't like their great superiority, grinning their fitness into the faces of the poor wretch smoking his smoke in the parking lot, shame written on his face, a man shamed from the Right People's office—in his office, in his building—because the Right People want to punish him. I had the distinct impression of the stocks in Puritan times, his head and his hands locked in the wooden device.

In truth, that's where the danger might crowd has got him. There's just one problem. I don't like the cruel look of pleasure. I am on these faces as they smile on him, freezing, so he smokes a puff

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